



Benefiting from Product Modularity

Product Development Using Principles of Modular Design

About the instructor:

Evan Graham is a Senior Engineering Manager of New Product Development at Tennant Company, a manufacturer of industrial and commercial floor cleaning equipment. He is a certified Six Sigma Black Belt with over 15 years of product development experience at Tennant, Caterpillar Inc. and Ford Motor Company.

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Is your product offering burdened with the high cost of internal design and manufacturing complexity? Learn how principles of modular design can dramatically reduce part number count while simultaneously improving your ability to offer the product variations your customers value the most. Take your product development methodology to the next level using principles of modular design.

Course Objectives

Learn what modular product design is and what it can do for your company. Explore the philosophies of modularity and what it takes to implement the approach in your product development environment. Join your peers to learn more about:

- ◆ Language and Concepts of Modularity
- ◆ Examples of Modular Product Design
- ◆ Benefits and Limitations of a Modular Design Approach
- ◆ Creating a Modular Product Architecture
- ◆ Managing Functions and Interfaces in Modular Design
- ◆ Organizational Implications of Maintaining a Modular Architecture

Who Should Attend: Managers and engineers involved with product development including: engineering, design, purchasing, manufacturing and program management.

Wednesday, February 22, 2012 1:00 p.m. – 5:00 p.m.

Fee:	MA Members \$219 per person <i>Receive a 10% discount if you register 10 days prior to the event</i>	Non-MA Members \$319 per person
Location:	Manufacturers Alliance Training Center 8421 Wayzata Blvd, Suite 190 Golden Valley, MN 55426 <i>(For directions and map go to www.mfrall.com)</i>	
Reservations:	For instant confirmation, reserve on-line at www.mfrall.com , click on Training & Education then Workshops by February 20, 2012. <i>Your satisfaction is guaranteed.</i>	
Cancellation Policy:	No refunds for cancellations after 5:00 p.m. February 20, 2012, or for no-shows at workshop. <i>(Substitutions accepted)</i>	

Pre-registration required!