

Comtoise de Traitements de Surfaces (CTS) Being **attentive** to the customer's needs

For CTS, there is no doubt concerning the strategy to be implemented: the needs of customers must be monitored and creative solutions must be sought and produced. To this end, the company decided to get together with design offices and to embark upon a search for performance.



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OUR CUSTOMER

Corporate name:
Comtoise de traitements de surface (CTS)

Activity:
The company performs surface treatments for customers in targeted markets such as sports (Salomon), luxury and mechanical optics (Lafont, Oxibis), living environment (Tefal, Grosfillex), cosmetic packaging (Rexam, VPI, etc.)

Sales turnover:
€ 7.6 million

Workforce:
75 people

"We participated in the Acamas approach in order to refine our strategy while keeping Lean Manufacturing as an underlying theme, explained Denis Hochede, CEO of CTS. This strategy and performance approach was required by our customers and it was imperative for them that certain activities be kept in France. It was made a reality by strict flow management and improvement of services."

It yielded a positive result, for instance in mechanical optics, which despite several manual operations continues to be produced in France.

"We developed a tool box which enables electrolysis as well as painting on metal and on plastic, continued Denis Hochede. We act on market diversification to provide innovation and creativity. The developments made for the sport sector are for example likely to be proposed in other sectors." Finally, cost efficiency is promoted and opportunities are increased given the company's membership in various company networks (Romalp, Alutec, Activiplast, etc.).

Performance as strategy

"Lean Manufacturing" is also part of the strategy. It is

above all a management tool used to raise awareness of company's staff and reassess organisations. Motivational workshops such as the 5S approach, Smed (quick series change in painting) and management of information flow from contract review to invoicing were implemented in the workshop. The company also carried out a Galia "Lean Services" audit in order to optimise reactivity and improve the rate of logistics services. In the same vein, it created the dispatcher function within each team in order to reduce trips. The dispatcher is responsible for all procurements. This innovation immediately improved performance and productivity.

Cetim's asset



Cetim has internal resources to conduct "Lean" workshops

and a network of sectors to cover as much territory as possible. A team of consultants works on the entire spectrum of performance in the SMIs, whether it involves strategy, innovation, marketing or human resources.