In The Business of INNOVATION

The great inspirer- 
Edwards Deming

“As variation is reduced
Quality will increase.”

Mr. Sandy Munro
“All variation stems
from design.”

While working together as a team

“Everything stems from the design and
that’s where Munro’s methodologies start.
Munro brings the knowledge, experience
and metrics to the design team so they
can understand exactly how their designs
affect customer delight, quality, reliability,
manufacturing and total accounted costs.”

Peter Marks
Worldwide Executive Consultant

Munro Generates the Metrics Required for a Strong Business Case

Munro’s Design Profit® methodologies reduce the
complexity and improve the
quality associated with
your product’s design.
Design Profit® exposes the
hidden factory costs of
your designs and produces
the metrics required to
build a business case for
your design concepts.
Munro has developed
effective means to ensure
your organization
maximizes all possible
chances for success.

Munro Generates the Metrics Required for a Strong Business Case

The dollars are in
the details!
Munro delivers the details
to ensure you achieve the
highest quality at the
lowest costs.

Before

<table>
<thead>
<tr>
<th>EXECUTIVE SUMMARY</th>
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<td>Annual Production</td>
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<td>Annual Savings</td>
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After

Do you know the cost of quality?
Munro Does!

Visit Munro at www.leandesign.com or via phone 248-362-5110
Design Profit®, Lean Design® and Quality Report Card® are registered trademarks of Munro & Associates, Inc.
“Munro’s Lean Design® Workshops and Competitive Benchmarking contributed to a 25% reduction in EHPV [direct assembly time] on our “C” segment program.”

Larry D. Lyons
Vice President
DaimlerChrysler FWD Vehicles

“The past few months represent a significant period of growth in CDC’s history. During this time, Munro and Associates, Inc. played a prominent role in our development.”

Eric Hartwig
Assistant Plant Manager
Cirrus Design Corp

“We stepped aside and let Munro do it all to make sure we were thinking outside the box.”

Phil Tralies
President & CEO
Club Car, Inc.

“Design Profit® Software is being used by companies worldwide to give their design teams a true competitive advantage.”

“In 2003, DICKEY-john® updated engineering procedures to include Lean Design® in all new products, after three years Lean Design® has achieved an increase in company profit of 20%... and climbing.”

Paul Layton
Technology Specialist
DICKY-john®

“I can’t state in strong enough terms the overwhelming potential for cost savings demonstrated in the Munro Lean Design® methodology.”

Alden Sproul
NASSCO

“Lean Design® enabled us to quickly score our design for complexity and provide a method by which design trades could be measured rapidly. It brings a powerful automotive methodology into the Defense Industry.”

Jorge Pica
LSS Black Belt
Lockheed Martin