

Gerold Ennen, CEO of Automotive Parts Manufacturer ALUPRESS, LLC, publishes remarks on Importance of Quality Management

Experienced automotive CEO explains why Quality Management has become crucial factor for competitiveness, also addresses importance of Six Sigma

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/EINPresswire.com/ -- The CEO of Alupress, LLC, Gerold Ennen, has published his recent remarks about the competitive importance of Quality Management in the U.S. automotive industry.

Most car buyers do not think about the quality of the car they are buying, and especially not about the quality of each part that goes into that car. For most people, a car is just a machine that takes them from one place to another. Until the car breaks. That is when the trouble begins.

Automotive manufacturers thus pay the utmost attention to every constituent part of the car that might lead to a breakdown. If that happens during, it gets very expensive for the manufacturer and the automotive supplier (such as our company, ALUPRESS). Thus, we try to avoid premature breakdowns of parts at all cost.

If an automotive part breaks down before the end of its projected useful life, the automotive manufacturer will incur expenses for the repair and will suffer damage to its reputation. Thus, if an automotive manufacturer delivers automotive parts that fail prematurely, the automotive manufacturer will simply look for another supplier. Thus, to stay competitive in a world of global competition, U.S. automotive manufacturers like ALUPRESS seek innovative ways to differentiate themselves from competitors and manufacture automotive parts of ever-higher quality.

Mr. Ennen points out that "In our case, ALUPRESS manufactures cast aluminum parts for major U.S. automotive manufacturers. If ALUPRESS automotive parts were not of the highest quality, those car manufacturers would simply go elsewhere to buy them, possibly in China or South America. Thus, to keep the jobs within the U.S., we must strive to out-compete other automotive



ALUPRESS CEO Gerold Ennen on Eduardo Correa joining ALUPRESS team

manufacturers. At ALUPRESS, we have implemented very strict Quality Management Systems. In fact, we are working hard to improve even on this very strict Quality Management System. One step we are taking is to bring on board a new automotive quality expert, [Eduardo Correa](#). We are very glad that [Mr. Correa](#) has agreed to join our Team in the U.S."

Mr. Ennen explains that Mr. Correa is a Quality Management Expert for the automotive industry, with particular expertise in Quality Management Systems (QMS) implementation. Specifically, he has substantial experience in Radiological Protection and Industrial Radioscopy. He implemented systemic and technical procedures to improve safety and quality issues at various manufacturing companies. Also, at one manufacturer as part of the corporate Steering Committee, he participated in the selection and approval for quality testing X-Ray equipment. His experience and competence in this area are expected to assist ALUPRESS in implementing similar success strategies at its manufacturing site in South Carolina (USA). We hope to implement similar measures to ensure continued competitiveness with impeccable production quality. That is a challenging task when one manufactures crucial automotive parts that car makers and millions of consumers rely on a daily basis. Thus, we are in dire need of quality experts such as Mr. Correa.



Automotive Quality Expert Eduardo Correa of Brazil



Eduardo Correa Automotive Quality Expert on Six Sigma Panel

Mr. Correa is an expert in with particular experience in the aluminum die-casting process. He also holds numerous certifications and trainings related to manufacturing Quality. Mr. Correa

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the addition of Mr. Correa to our team will significantly increase our competitiveness, as well as the competitiveness of the U.S. automotive manufacturers we serve”
CEO of Alupress, Gerold Ennen

holds a Degree in Mechanical Engineering, as well as a Master of Business Administration (MBA). He is a Member of the American Society for Quality (ASQ), a knowledge-based global community of quality professionals dedicated to promoting and advancing quality tools, principles, and practices in various industries.

To stay competitive, particularly in the global automotive industry, quality is a key factor. According to studies of the American Society for Quality (ASQ), more manufacturers now see quality as an opportunity to gain a competitive edge, and as a strategic asset. In fact, 96 percent of world-

class manufacturers see quality as strategic asset and competitive differentiator. Examples are Motorola's Six Sigma implementation, Toyota's 1990s Production System, and Apple's obsession with perfection (driven by Steve Jobs). See The ASQ Global State of Quality 2 Research at <http://asq.org/global-state-of-quality/>.

Mr. Correa brings additional qualifications in the Quality Management area, particularly his Six Sigma experience. In fact, Mr. Correa has served on panels where Teams presented for Six Sigma qualifications. Alupress CEO Mr. Gerold Ennen comments that "Six Sigma qualifications have become crucial for industry professionals. Six Sigma is a methodology that helps improve business processes by using statistical analysis. In order to achieve Six Sigma, organizational processes need to keep their defects to a maximum of 99.99966% opportunities. That Eduardo sits on Six Sigma panels to evaluate the projects of his peers again confirms his expertise in the Quality Management area. We are looking forward to Eduardo joining our expert team at Alupress soon."

According to the American Society for Quality (ASQ), Six Sigma is a method that provides organizations tools to improve the capability of their business processes. This increase in performance and decrease in process variation leads to:

- * defect reduction,
- * improved profits,
- * increased employee morale,
- * increased quality of products and services.

Hence, the ultimate goal of Six Sigma is to "Reduce the variation in Process". The focus of Six Sigma is to "Improve processes and increase customer satisfaction".

Mr. Ennen concludes that "the addition of Mr. Correa to our team will significantly increase our competitiveness, as well as the competitiveness of the U.S. automotive manufacturers we serve, as Mr. Correa will add an additional level of Quality Management to the automotive parts we supply to the U.S. automotive industry."

About ALUPRESS



Eduardo Cassano Correa

Automotive Quality Management Expert

Mr. Correa is a top qualified and recognized professional in the area of Quality Control, particularly:

- IATF16949 (one of the automotive industry's most important international standards for quality management).
 - With particular expertise in Industrial Radioscopy and its uses in aluminum die casting processes.
- Mr. Correa's professional career in the Automotive Industries has been in the area of Quality Management. He is expert in Quality Management Systems (QMS) implementation, the IATF 16949 standard (previously called ISO/TS 16949), with particular experience in the aluminum die-casting

Learn More

Mr. Correa is joining the automotive experts at ALUPRESS, an automotive parts manufacturer in Laurens, South Carolina.

[FIND OUT MORE](#)

Professional Profile of Automotive Quality Expert Eduardo Cassano Correa



Mr. Eduardo Correa giving a presentation at a manufacturing plant

For more than 45 years, the company Alupress AG has been recognized as a die casting specialist particularly for the automotive industry. Through continued development of the company and various acquisitions over the past few years, today we are active in manufacturing, processing and assembly of complex aluminum die cast parts, with locations in Brixen (Italy), Hildburghausen (Germany), Berlin (Germany) and Laurens (USA).

About [Eduardo Cassano Correa](#)

Mr. Correa is a Quality Management Expert for the automotive industry, with particular expertise in Quality Management Systems (QMS) implementation. Specifically, he has substantial experience in Radiological Protection and Industrial Radioscopy. He implemented systemic and technical procedures to improve safety and quality issues at various manufacturing companies. Also, at one manufacturer as part of the corporate Steering Committee, he participated in the selection and approval for quality testing X-Ray equipment. His experience and competence in this area are expected to assist Alupress in implementing similar success strategies at its manufacturing site in South Carolina.

Mr. Correa's professional career in the Automotive Industries has been in the area of Quality Management. He is an expert in with particular experience in the aluminum die-casting process. He also holds numerous certifications and trainings related to manufacturing Quality. Mr. Correa holds a Degree in Mechanical Engineering, as well as a Master of Business Administration (MBA). He is a Member of the American Society for Quality (ASQ), a knowledge-based global community of quality professionals dedicated to promoting and advancing quality tools, principles, and practices in various industries.

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