

BEVERLIN

Core strength

We talk to Paul Cole, president of Beverlin Manufacturing, and hear how the customer and their people are at the heart of the company.

Beverlin has been making cores for filtration since 1976. Can you tell us more about the company, its products and its customers?

We are a privately held company located in Grand Rapids, Michigan, USA. Our main focus is building perforated cores and welded assemblies for filter manufacturers. We are vertically integrated with in-house perforating and provide our parts ready to go to our customers' required surface treatments. We provide many industries including oil & gas, aerospace, industrial, power & energy, nuclear, medical, military & defence and food & beverage. We support companies both big and small across the world. Our focus tends to be more

niche, where a stronger welded core is necessary. Additionally, we are typically approached to manufacture more custom cores for very demanding and critical applications. We take great pride and responsibility in being the backbone of our customers' filters.

How has Beverlin invested in the business over recent years?

We have always believed 'if you do the right things, the right things will happen.' We focus on the customer and we focus on our people – it is paramount to our culture and how we operate. This has led to massive investment in an excellent team and an unparalleled support staff in both size and capability. We also



Above: Paul Cole, president of Beverlin Manufacturing.

continue to hire ahead, so our team isn't overworked. It's an investment that is worth it to us and long term pays off for our customers. We continue to invest year after year in more capital, new technologies and equipment to add capacity, raise our game and be best in class. Just in the past two years we have bought two new perforating lines, a new large OD tube laser, a Trumpf punch press and new CNC rollers as well as three new spiral lines. Last year we also added a second facility so that we could continue to grow and we also warehouse more inventory (Raw, WIP and Finished Goods). Just this year we invested in a new lunchroom for our team and air conditioning plant-wide. This was a large investment that will never show a payback on a balance sheet. It is about taking care of people and by doing so, we will continue to retain our team and attract new people which allows us to serve and grow with our customers for the long haul.

Below: Beverlin's values and leadership covenants.



Beverlin takes a PFMEA approach to building its products. Can you tell us more about this?

Our quality policy is 'Built to Last, Right from the Start'. Customers trust us to supply the key structural component that they build on. We

are the backbone for their media and our core is right there with their pristine media. We go to great lengths to make sure our cores are correct to print and that the cores are not going to provide our customers with any problems during assembly or in life cycle. We use a process of exploring the design and looking at 'Potential Failure Modes' of the design, the application, and the manufacturing process to flush out these potential issues before we go into production. We score the PFMEA by Severity, Occurrence and Detection, and work to lower the overall score through design changes, process changes, error-proofing,

Below: Beverlin's filter cores in a range of finishes.

gauging and inspection. We work closely with our customers during this process and often through working together we can even find a more economical solution.

How do you manage to keep lead times low?

Lead time has always been important, but even more so these past few years since the pandemic. First there has to be a culture to take care of the customer. We recognize that long lead times are and should be unacceptable. That said, we have to own that from top to bottom. That includes having enough machine capacity so that orders are not on a backlog and as you grow being willing to invest in capital. You have to have people (be fully staffed), and we have a loyal and dedicated workforce. Thanks to our culture we do not have issues keeping or attracting people. You have to be willing and have the resources (space & cash) to hold inventory (RAW, WIP & Finished Goods). We implement kanbans for our customers and encourage the use of blanket POs. Lastly you need to measure lead time and on time delivery. It needs to be cultural. We talk about it daily and cover it at our KPI stand-up meeting.

Beverlin operates a four-day work week? Why did you take that decision?

We strongly believe in work-life balance. We have never worked

mandatory overtime here in 47 years. Great people leave other companies to come work for us because of our commitment to work-life balance. Additionally, the four-day work week gives our team a three-day weekend where they can enjoy life, their family and recharge. Some of our team prefer to work their 40 hours over five days and that is OK too. They appreciate the flexibility. Fridays are great for dealing with high demand or expedited orders. When needed, enough people always volunteer to work 4–6 hours to take care of the customer, they get some overtime and still have a 2.5 day weekend. The four-day work week has been great to attract people and retain people as well.

What is Beverlin doing about sustainability?

We take our role here and stewardship seriously. Our product cycle starts with steel, aluminium and stainless steel – thankfully today all metals are already manufactured from recycled materials. All of our trimmings, punching and scrap are all collected, segregated by material type and sent back to make more steel, aluminium and stainless. Even our finished goods are 100% recyclable. Additionally, we have made sure all of our packaging has already been recycled and is recyclable. We do not use or produce any hazardous wastes. We continue to implement new technologies that require less energy to run our machines, welders and facility such as variable frequency drives and pulse technology welders.

ABOUT THE AUTHOR

Paul Cole spoke to Róisín Reidy, Acting Editor of Filtration+Separation
www.beverlinmfg.com

