

QUALITY REVIEW AT ILION

T.W. Rawson provided an introduction and overview of the corporate quality program as it affects firearms production at Ilion, (Exhibit 6).

QUALITY ISSUES

Marketing pointed out that the overall quality of a firearm is indicated by numerous factors. Positive function, durability, and accuracy are a few of the characteristics often cited by satisfied customers. In these areas, Remington firearms are at least equal to the competition. However, these qualities are difficult, if not impossible to evaluate at the point of purchase. Unless a customer is aware of Remington's reputation for performance, he may base his buying decision entirely on cosmetic appearance. For this reason, Marketing has identified five areas they believe can be improved to enhance Remington's quality image. These five areas were addressed individually by Marketing, with responses from Production and Research. 83

PACKAGING

Marketing indicated that current firearms packaging can give the potential customer a negative image of Remington's product. Cracked spacers, glue hairs, and polystyrene beads are often found in boxes after shipment to distributors. A customer would have reason to doubt the quality of any product that arrived in such a package, especially when the retail price exceeds \$300.00. Should the firearm be damaged in shipment, the quality is even more suspect.

Production pointed out that the Firearms Packaging Committee has been reactivated and reorganized. P.H. Holmberg (Marketing) will chair the committee. The Ilion Plant Packaging Subcommittee will be chaired by J.J. Burns, Ilion's Quality Control Supervisor. Through the Committee, Marketing will outline overall objectives and packaging requirements; Research will determine specifications, and provide drawings; and Production will execute the program.

The Plant Subcommittee has contacted an outside consultant, who developed a new six-corner box for the Model 1100 LE-80. If satisfactory, this box could be used for other models. The Subcommittee has also developed a new package for part-order Barrels, which enhances product appearance.