

Award category 12 - Productivity improvement, and quality improvement of products, processes and services

Use of Technology for Productivity Improvements at Orange

Orel Corporation which is known as “Orange Electric” is a 100% local company having greater national recognitions in Sri Lankan electrical industry. Orange is well recognized as a company which value innovation in all its operations from sourcing, product design & manufacturing to sales & after sales and hence provide innovative solutions for its customers. Orange is the market leader in many of its product portfolios in the local market and caters to the international markets such as India, Pakistan, Male, Nepal, Malaysia, Myanmar, Maldives, Singapore, United Arab Emirates, and Italy.

Orange heavily invests on new technologies, machineries, ICT & people in order to improve the innovative ability, quality & productivity of existing products & processes and new developments.

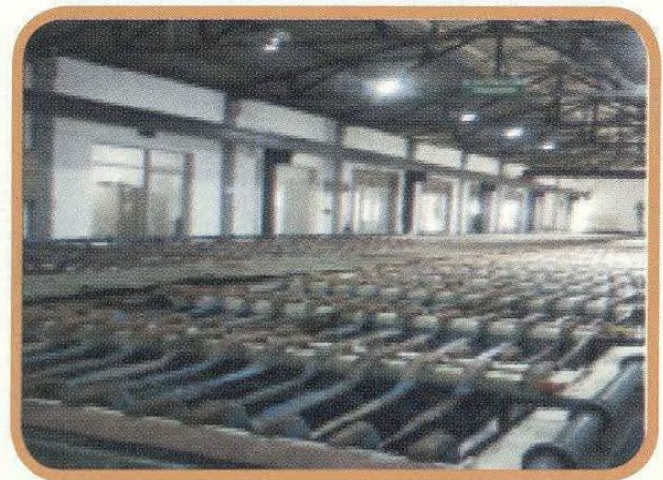
1. Introduction of “Makerbot” prototype making machine to the R&D process expedited the product development lead time from 120 days to 60 days from concept to production.
2. CNC wire cut machines and CNC - EDM Machine to the Tool room, to enhance the capacity & accuracy of New Product Development Process have generated vast productivity improvements.
3. The design of 100% locally designed & in house fabricated CFL automated assembly process has increased the productivity by around 70%.
4. Invest on first privately owned CFL/LED/GLS testing facility in Sri Lanka, has enhanced the capacity of the lighting operations at Orange and it helped to maintain the productivity and quality of all lighting products.
5. Investment on SMT (Surface Mounting Technology) based PCB assembly facility has expanded its capacity on assembly of electronic circuits mainly in CFL product localizations helped to introduce the first “Made in Sri Lanka” CFLs to the market.
6. Powder coating facility for metal fabrications enhanced the standard of powder coated products and cut the production lead times and also enhanced the process flexibility.



7. An Investment of more than Rs 140 million made by "Orange Electrics" for establishment of the Sri Lanka's first Copper Recycling plant where scrapped copper is purified and recycled to international standards to produce pure copper cables help the country to save up to US \$ 0.6 million per month. As such, the saving of the foreign exchange is about USD 7 million per annum.



8. For daily sales data analysis, company uses internally developed GIS software system to obtain pictorial view of sales performances geographically over the period. Sales team has been provided hi-tech communication devices to lively connect & upload data to the main server database (Sales Force Automations). Management may daily review the sales force deployment and daily sales performances.



9. Company has invested on ISO 9001 software development in order to enhance Document Management System of the business, customer feedbacks, internal inter-department operational improvements, Sharing technical & process information, etc. This has enhanced the "Paperless communications" at "Orange" operations.

By improving above processes we have enhanced quality of products, reduced rejects, obtained short cycle times and ensured productivity improvements. Implementation of TPM, ISO 9001, Kaizen, 5S quality management, mechanisms in the manufacturing operations has increased the Overall Equipment Effectiveness (OEE) leading to reduce quality defects due to machine errors & enhanced the machine lifetime & running times. Employee Kaizen mechanism contributes continuous process improvements which ultimately improve quality, safety, productivity, employee satisfaction and reduces cost, cycle times of the process.



About the winner

“We as “Orange Electric”, put together the best Sri Lankan ingenuity with the world’s leading technologies to solve your toughest challenges with electricity. Today, we are lighting up every Sri Lankan home. But, one day we will switch on the world. We are not just dreaming about it, with every passing day, we are making it happen.”



Orel Corporation