



FOCUS: SOMETHING NEW

If you haven't heard of "PQM," you soon will. "PQM" is short for *Product Quality Management*. It's going to change the way most of us handle our jobs. I believe it's going to be worth it.

Let me tell you why.

Customers always set quality standards, no matter how good a job the manufacturer thinks is being done. When you or I go shopping, we're looking for the best value. We may sometimes fall for a low price or a sales pitch, but most of the time we're going to be careful enough to get our money's worth.

Our customers shop the same way. That's why we can only be secure in our jobs if we offer them the best value for their dollars, and that's the way it should be. Every discussion with our customers reveals that consistent, reliable quality is their number one demand. We enjoy a reputation for meeting this need; however, the decade of the '80s is going to be different. The needs of our customers are changing, and R&D is developing new products to meet their needs at a rate that is taxing our ability to handle. These new products are requiring a whole new dimension in controlling our processes, raw materials, and sampling.

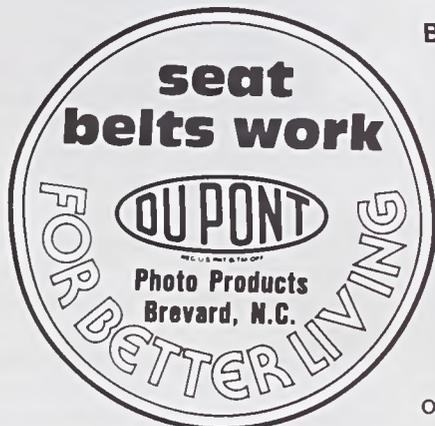
After looking at various approaches to making the required improvements, we have selected PQM. It can best be described as a computerized way of statistically assuring that we have all the numerous process and raw material variables under the best possible control.

Setting it up and making it work is going to take time, effort, and understanding from all of us.

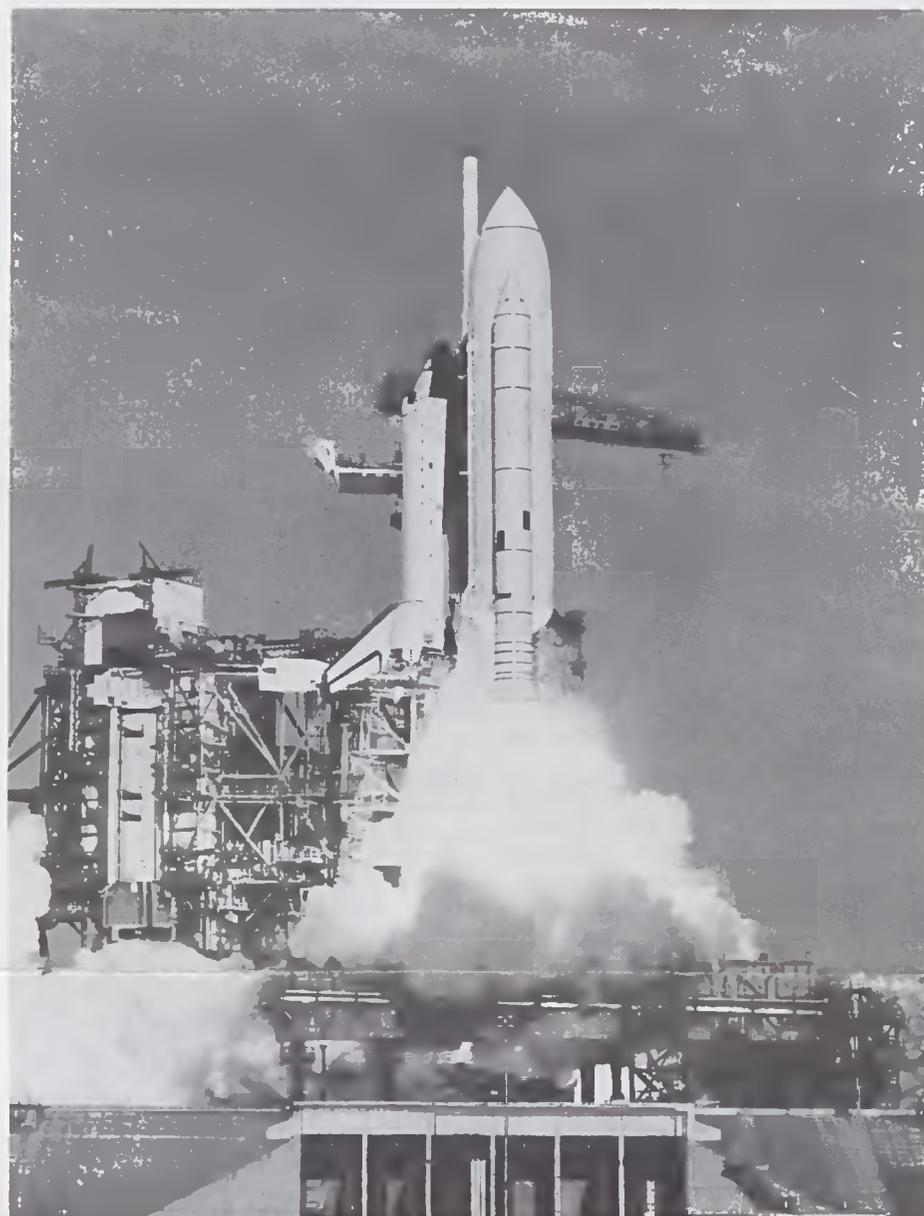
I believe it has great potential for improving quality, controlling costs, and meeting customer needs. That's why it will be worth the effort.

In the near future you will learn more about this approach. We will continue to count on every person to perform the job with quality in mind, to participate in this effort, and to help find the answers to meet the challenges of the '80s.

N. H. Alford
Assistant Plant Manager



Bumper Stickers are a good way to share information— if you persuade someone else to buckle up, you could save a life! Becky Mc Daris, ERD, will send you a sticker like this on request. (Stickers are 3½" in diameter, dark green on reflective white surface)



YOU WERE THERE when Columbia soared into history. Every weld of the three liquid-fuel rocket engines had been checked with DuPont CRONEX NDT film, our product.

The engines were built by Rocketdyne Division of Rockwell International. The company makes over 15,000 radiographs each month to detect defects and contaminants in engine components.

Chuck Magness, Quality Control Manager of Rocketdyne, says "We use CRONEX films because they provide ultrafine grain, very high contrast and clear images."

Rocketdyne is using the same quality assurance procedures to meet strict NASA requirements for other space shuttles now being built: **Challenger, Discovery, and Atlantis**. When their time comes to roar into space, Brevard people can share the pride of accomplishment.

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