



# BeStar®

## "SOUND-OFF"

Newsletter of the BeStar Group Companies  
**Inaugural Edition**

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**The BeStar Corporate Technology Center and Manufacturing Center in Changzhou, Jiangsu, China, More than just a Fab, the complex houses an R&D Center, Global Conference Facilities, Customer Service and Subsidized Employee Apartments.**

### **BeStar CTC, First of its Kind in Changzhou, Jiangsu Province**

A 24,000 sqm Acoustics Technology Center and manufacturing facility would be a big deal anywhere and it is the first of its kind in Jiangsu Province, China, home of BeStar Acoustics in the City of Changzhou. In spite of being a metropolis with greater than 3 million population, Changzhou still manages to maintain a friendly small town atmosphere where historic canals wind through modern apartment complexes.

“Our CTC is unusual because it has been built from the ground up as a dedicated acoustics facility, including one of the rare privately owned Anechoic Chambers anywhere,” General Manager David Wu explains, “an anechoic chamber is essential for performing scientifically accurate acoustics research

and development, we don’t have the time for always going to outside labs for that, considering the number of development projects that we are managing at any given time.”



**Anechoic (soundproof) Chamber allows for perfect acoustic experiments.**

Behind the engineering and administration building begin the Dedicated Manufacturing Cells. General Manager David Wu, “Each Product and Technology Unit now has its own Manufacturing Cell, Automotive Speakers, Magnetic Buzzers, Back Up Alarms, etc.. These factories within the factory will give us the focus we need to drive further continuous improvement.”

None of that would work without continuous development and training of the people, who make it run. We have devoted a large and attractive space on the second level of the CTC as the Employee Education and Conference Center. Each employee participates in at least one training activity per quarter and of course more, if necessary. Workshops on Quality Systems and Process Technology are popular subjects, as well as the basic skills development necessary to be a top certified BeStar Assembly Line Operator.



**Employee Education and Conference Center**

“Increased levels of automation for more capable processes still will depend on Human Factors,” according to GM David Wu. “We are continually making investments in sophisticated apparatus to give our operators a technical edge, but in the end, the results will depend on the quality and commitment of the operators themselves.”

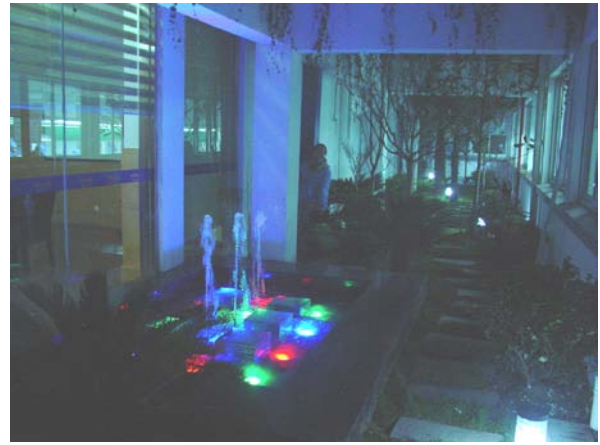


**Investment Target-Micro Weld Stations provide a new level of capability to critical Processes.**

### **Always Improving Sometimes Must Include Aesthetics**

BeStar recently committed additional funds to creating a “Green Space” between the Technology Center and the Fab. When it was discovered that in order to comply with ISO 14001, BeStar needed to reconfigure some physical aspects of the building, it was decided to take advantage of the situation and by creating a garden and fountain area.

Positive attitudes toward products and production cannot be separated from the environment in which one works and in which one recovers from work.



**The attractive colored lighting of the fountain in the new garden area between the tech center and the Fab.**

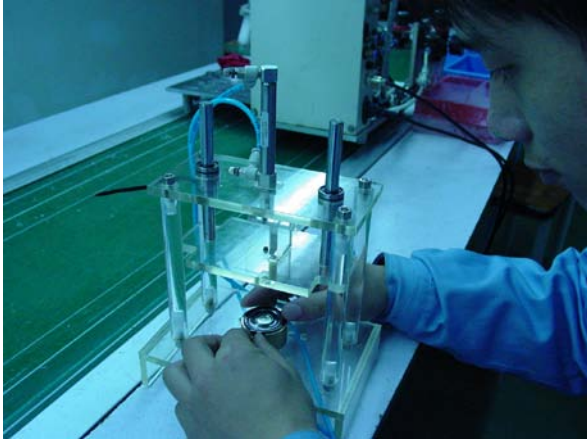
BeStar’s facilities also include an attractive employee cafeteria and free time area, which also features overhead mounted television screens for viewing favorite programs.



**Bright and Shining employee cafeteria for a refreshing break from work with a free lunch**

### **New BeStar Invented Process Leads to Increased Capability for Customer Satisfaction**

Achieving perfection is a journey and often the support and ideas to reach in this direction come from our customer partners. It was discovered recently that speaker membrane seating could become a quality issue in certain demanding high temperature applications. Valeo Interiors, a major customer of BeStar Technologies Inc., North America sent Mr. Tod McClary from the Supplier Quality Assurance Group to assist in a workshop for the purpose of developing a completely new system to improve process capability.



**BeStar designed membrane press assures quality seating of BeStar Mylar Membrane Speakers**

The action team, which included members from the Speaker Engineering Group, Manufacturing Engineering, Quality Control as well as Mr. McClary developed a completely new membrane press device in the morning based on a concept suggested by Mr. McClary. By the time that the team had returned from lunch, our amazing in house tooling group had produced a working unit.



**SQA Manager, Ms. Shao overlooks the customer sign off on the new non-operator dependent process**

The unit was first tested under prototype conditions to verify results and to achieve customer sign off on the working principle and then later in the afternoon was actually implemented in the running production line.



**Mr. McClary checks results of the new Process with Mrs. LiQin of the Customer Support Group.**

## **Yazaki Gives Global “Thumbs Up” To BeStar Electronics Co.**



**General Manager Dave Wu explains inspection reports on one of the production lines to Mr. Manuel Pineda, from Yazaki, Detroit, Michigan**

### **Not Just “Another Audit”**

When Yazaki Corporation sends an audit team it is for all the marbles. Even if the subject production program which originated the audit commission may be in Europe, America or Asia approval will result in worldwide release of the facility. This places an important responsibility on the audit team. We are proud that our production facility accomplished the release approval.



BeStar Technologies President Dirk de Young visits BeStar Corporate Technology Center to support another customer audit.

## Being Global Means Going Global

Yes, we really do love customer audits. We learn something new every time. From the BeStar perspective getting a customer audit is like receiving “free consulting” work. Our major customers send their best quality experts to conduct these audits, which at BeStar usually occurs at least once a month. These experts always bring excellent advice and are up to date on the latest developments in global quality systems.

“Another benefit is that we get to support our customers visits, so that gives us a chance to get back to the plant and meet up with our colleagues in every functional area,” says Dirk de Young, President of BeStar Technologies Inc., North America, “it is really a win, win, win situation.

“While I can’t ever remember BeStar failing an audit, the nature of the game is that nobody ever gets a perfect score, these quality audit experts aren’t going to come all the way over from Europe or North America without bringing in at least several suggestions on how we can improve our processes. It is a lot of work for everybody concerned, but in the end we always feel that it is worth it. It’s like game day and the harder you work in practice, the better you play in the game.”

## Another Milestone for a BeStar Product, from One “Star” to Another

Since the first delivery of a BeStar Brand Back-Up Alarm to Navistar Corporation, BeStar has now delivered over 150,000 units. Navistar nameplates include International Truck, Severe Service Truck (SST) and Blue Diamond Truck. BeStar delivers to all of them. In that time frame BeStar has achieved a quality record of one plant return and zero field returns. The BeStar Fab can be very proud of achieving this kind of result in a very demanding heavy duty application.



BeStar's rugged Back Up Alarm rated min. 102 dB with sealed cable, Conduit TPA Protection and Packard Metri-Pack 2-Way Connector.

## We’d rather “Produce” Quality than “Control” it, but we still needs those guys

Sure, nobody likes people looking over their back while they are working and to the uninitiated sometimes it seems that is all the QC Department does, but in reality they do so much more. Not only do we depend on them to produce the statistics that tell us where we are at with our process capability, but their unique perspective gives them the opportunity to take a “step back” from the action and often times, they are the ones that come up with new ideas for significant process improvements. Seen below is one of the latest.



**BeStar developed automated sound pressure level test module for surface mount components**

Very small components present a particular problem for sound checking, which is performed 100% in all BeStar production lines. They are difficult for operators to handle and place for a sound test even with jigs and fixtures. So with the help of BeStar QC Personnel an automated sound test for small surface mount components has been developed. Utilizing a variable feed chute in order to accommodate different sized components, the system can produce sound tests, faster and with more accuracy than previous systems in place. Most notably other than the actual sound check equipment itself, all working parts in this system were produced in-house by BeStar personnel.



**Never far from the line, BeStar QC Labs are dedicated and co-located with the lines they serve.**

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## CC Electro Sales About to Make History 1981-2011



### Continuous Team Growth for 30 Years

BeStar's Manufacturer's Representative Company in the Mid-West, CC Electro Sales is about to achieve a major milestone, 30 years of business growth. You can bet Carol Cohen has seen a lot of ups and downs since she founded the company almost thirty years ago. If you are someone who remembers what the US Economy was like in 1982 the year after Carol Cohen founded CC Electro sales, I bet not to many would have given that company a chance to be around 30 years later, but Carol Cohen is a special person whose drive and determination keep on leading from the front. We are very fortunate to be represented in the territory by CC Electro; they really understand the major OEM sales process.



**Carol Cohen of CC Electro Sales receives the BeStar "Presidents Award" last May at EDS in Las Vegas from BeStar N.A., President, Dirk de Young, while BeStar GM, Dave Wu looks on, not just because we like her, Carol delivered two new major OEM programs in 2009**



See Us Next at "The Work Truck Show, March 2011 in Indianapolis