



# QUALITY PROJECT

---

LaiYih M.E. Digitalization Intern- Drew Burns

# AGENDA

Production Reaction

Factory Functions

Production Types

Project Introduction

Samba OG

Adizero Ubersonic 4.1

D.O.N. Issue 5

Summary

# PRODUCTION FLOOR

## INITIAL REACTIONS

- Everything starts with the production schedule
- "Don't receive junk, don't make junk, don't pass junk"
- Primer, glue, repeat...
- Quality check at every stage
- Paying close attention to heat and humidity
- It takes a village to make a shoe



# FACTORY FUNCTIONS



Receiving



Inspection



Cutting



Screen Printing



High-Frequency



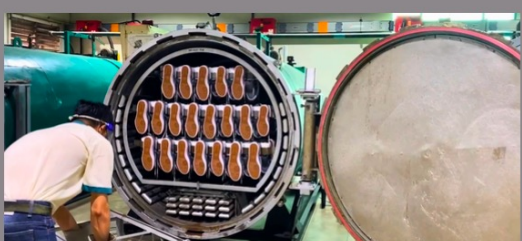
Bonding



Rubber Room



Stitching



Vulcanization



Stockfitting



Assembly



Shipping

# PRODUCTION TYPES

## SAMPLE ROOM PRODUCTION

### Benefits

- More delicate quality
- Constantly trying new techniques
- Operators with experience across all machines (15+ years)

### Realities

- Only produces small runs
- Can resort to processes that don't work at scale



## MASS PRODUCTION

### Benefits

- 1.5 millions pairs/month!
- Extra space for higher inventories
- Mechanics everywhere
- Larger and faster machines

### Realities

- Less experienced workers
- Inventory management
- Massive need for QC





## ERC'S AND LSA'S

Eliminating, Reducing and Cancelling waste in production is central to kaizen principles, and is critical for customer satisfaction.

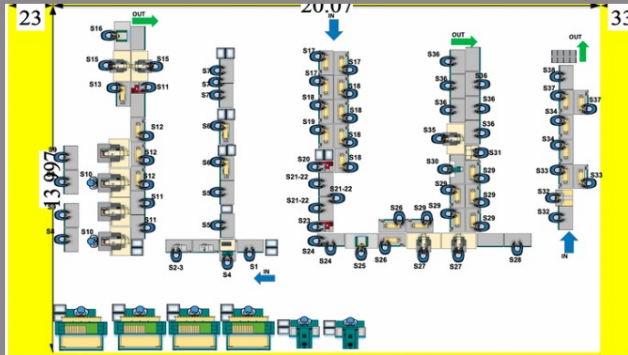


# KEY TERMS FOR LEAN MANUFACTURING



## ELIMINATE, REDUCE, COMBINE

Strategy to bring kaizen practices to production.



## LABOR STANDARD ADVICE

Assessing current manufacturing output.



## STANDARD OPERATING PROCEDURE

Posted process steps to follow in manufacturing.

# THE SHOES

## SAMBA OG

Key Adidas Model



## UBERSONIC 4.1

New Model at LaiYih



## DON ISSUE 5

Latest Player Edition





# SAMBA OG



## KEY MODEL

With the current popularity of Samba, it is critical to ensure production speed, cost, quality, and sustainability are maximized.



# PRODUCT REVIEWS

"the shoes in the box were made with different materials... Extremely disappointed." - Jack27



"sole came off in less than 15 mins... did a 1 to 1 exchange ... and again the sole came off on the first day I wore" - GThaddeus



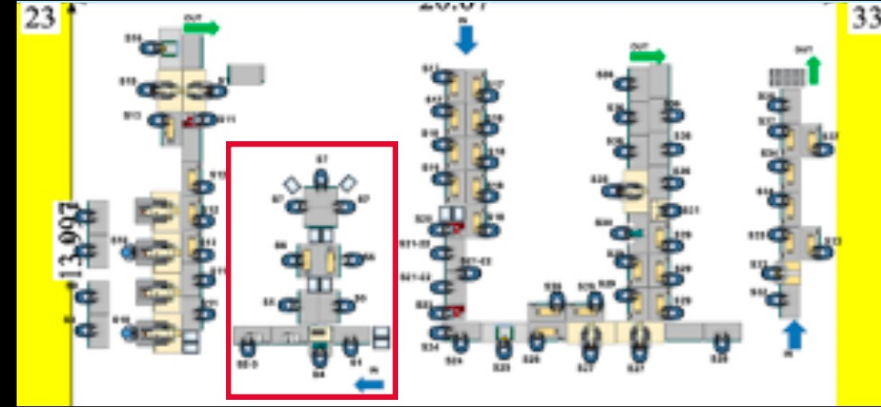
"I purchased two pairs - (one) fits perfectly but the (other) is noticeably smaller" - Shane



# SAMBA PROPOSED SOLUTIONS



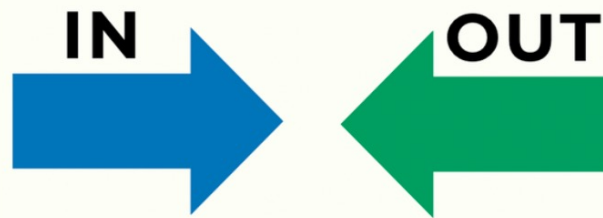
**SMALLER BUFFERS**



**NEW LINE DESIGNS**



**KIDS HEEL MEASURES**



**IN/OUT-LINE SIGNS**



**SUEDE MATCH STICKER**

# ADIZERO UBERSONIC 4.1



## NEW MODEL

Due to manufacturing issues at a separate factory, this model was sent to LaiYih to improve quality and reduce costs.



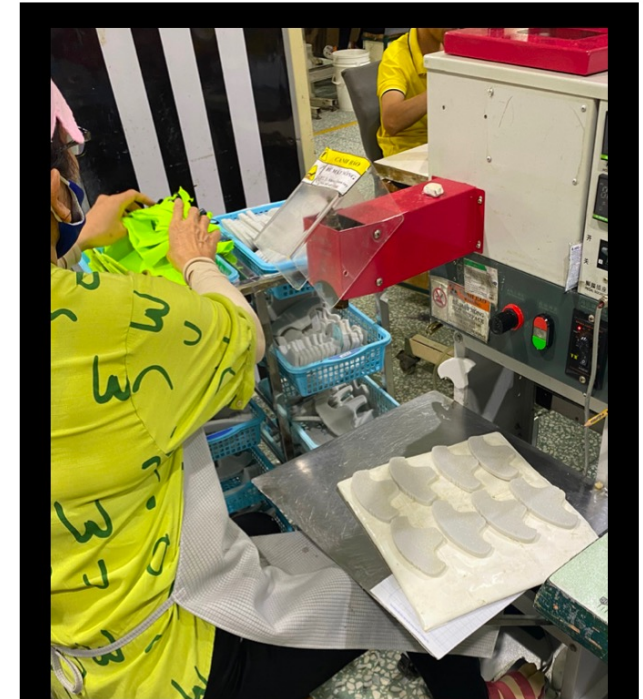
# CONSIDERATIONS FOR NEW MODELS



**PRODUCTION  
DETAILS**



**IDENTIFY  
BOTTLENECKS**



**MAXIMIZE  
EFFICIENCY**

# UBERSONIC PROPOSED SOLUTIONS



**MAGNETS FOR CUTTERS**



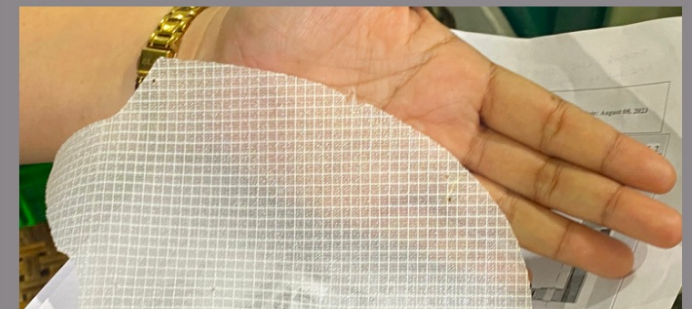
**CORRECT LINE FLOW**



**ELIMINATE WASTED MP**



**POST OPERATOR S.O.P.**



**CUT ALTERNATIVES**

# D.O.N. ISSUE 5



## NEW MODEL

As this is a new model to be made at LHG, recognizing key manufacturing challenges can lead to output improvement.



# DON ISSUE 5 PROPOSED SOLUTIONS



**SEPARATE LEFT/RIGHT**



**AUTO-GLUE HEEL TAB**



**ADJUST LACING MP**



**REDUCE SPRAYING MP**



**BETTER SCREEN PRINTS**



# ERC SUMMARIES

1

2

3

## SOP REVIEW

Understand the intent of doing a walkthrough and ERC before beginning.

## GEMBA WALKTHROUGH

Look for problems and waste on the production line. Restart when needed.

## ERC PROPOSALS

Reflect on problems and waste. No such thing as too small of a problem to solve.

# THANK YOU

I learned so much about this industry, Vietnam, and myself through this experience. It was a privilege being an intern for LaiYih Group this summer.



+1 (602) 919-9993



aburns4@uoregon.edu



[www.linkedin.com/in/andrewcharlesburns](https://www.linkedin.com/in/andrewcharlesburns)

