



**Magna Mirrors of America, Inc. Saved
Over \$52,000 on Visual Communications
In One Year**

Automotive Manufacturing Cost Saving Continuous Improvement Case Study

Magna Mirrors of America in Holland, MI has deep roots in the auto industry that go back to 1957, when they began working with General Motors. Today, they make everything from seats to powertrains and are the only auto supplier to build complete vehicles. Magna Mirrors of America are at the forefront of a new technological revolution in the automotive industry, leading the way in all areas of future mobility, with a keen focus on electrification and autonomy. They are a leading global automotive supplier dedicated to delivering new mobility solutions and technology that will change the world. Their products can be found on most vehicles today and come from 347 manufacturing operations and 94 product development, engineering and sales centers in 27 countries. They have over 159,000 employees focused on delivering superior value to their customers through innovative processes and world-class manufacturing.

Challenge: The manufacturing facility in Holland, MI had a need for a large amount of visual communications that cost them just over \$67,000 a year to produce to keep up with their continuous improvement efforts.

Solution: Magna Mirrors of America reached out to Visual Workplace, Inc. for a solution. The Visual Workplace team recommended the Visual Sign Shop. The Visual Sign Shop is an innovative system Magna Mirrors could use internally to create and customize visual communications for their workplace with long term savings. The Visual Sign Shop is a mobile system that is designed to give the user the flexibility and speed to create visual communications quickly and easily.

Cost Savings: Saved a total of \$52,762 in one year on visual communications.

1st year of savings using the Visual Sign Shop

Total Signs Made =	1,631
Cost to Purchase =	\$67,178
Cost to Make =	\$14,416
Total Savings =	\$52,762

...based on a quick ROI calculation, this has paid for itself in less than one year...

What would this cost savings look like in your organization?

Signs can be created quickly and look professional.

With the Visual Sign Shop you can design and create many different visual communications with versatility and speed at a much lower cost than purchasing each sign individually. The Visual Sign Shop gives you the flexibility to create a sign on the spot. You can create signs to indicate Eye Wash Stations, PPE Requirements for 5S, Kaizen events or Kanbans. Creating visuals to communicate hazardous areas and safety regulations lead to more cost savings by reducing injuries and keeping employees healthy. There are so many different signs you can make, the list is endless. Get lean with the Visual Sign Shop from Visual Workplace, Inc.



“By having the sign shop in house, it has allowed our company to react quickly without facing the often-lengthy time delays of proof verification approvals, manufacturing processes, and shipping and handling.”

Continuous Improvement Manager – Magna Mirrors of America

“The In-house Sign Shop has become a staple of our everyday continuous improvement efforts in visual management!”

Continuous Improvement Staff – Magna Mirrors of America

**Visual Communications
for Your Facility**

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