



CASE STUDY:

MARKET NICHE

**Paints & Coatings
Manufacturing**

POSITIONS NICHE

R&D

JOB TITLE

**Technical Services
Manager**

CLIENT

Worwag



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WÖRWAG



COMPANY

Wörwag

POSITION

**Color Lab/Technical
Service Manager**

LOCATION

Lafayette, IN

For more information contact:

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Company Information

More Information:

www.woerwag.de

Wörwag

The Company

Wörwag's made-to-measure coating solutions have a proven track record in production processes around the world and around the clock. Again and again, their products set new benchmarks for the industry. Their state-of-the-art production facilities, innovative and eco-friendly manufacturing methods, high-grade materials, and in-process monitoring all help to ensure that their products are always premium quality. That means excellent coating results every time.



Wörwag is a family-owned and operated company with a long tradition of excellent customer service: they are always flexible and customer-focused. Plus they offer a wide range of services relating to coatings and paints.

The History



Almost 70 years ago, Wörwag was given the task of coating the skin of the zeppelin. At the time, there were no coatings that met the challenging specifications of this assignment. So, with their industry partners, Wörwag invented a special varnish. Not only could it withstand

extreme climatic conditions, this coating also ensured that the zeppelin's gas-filled interior was completely airtight. Much has changed since then. A small family company has evolved into a successful global player. But some things have remained the same: they haven't lost their ability to innovate, nor their willingness to tackle thorny problems.



The Products



Coatings are more than a functional layer. Attractive surfaces appeal to our senses: they catch the eye and are inviting to the touch. Shimmering high-gloss coatings, with their play of light and shadow, give a surface vividness and depth – while matte coatings evoke a velvety softness. The possibilities are endless. Wörwag can find the right surface to suit the customer's every requirement: one that will heighten their products' emotional appeal, increasing their value.

Protection, safety, the perfect look – coatings serve a growing array of purposes. In the near future, smart coatings will be able to emit a warning signal if there are any cracks or strains in the material. Hospitals are already benefiting from new antibacterial coatings. Another up-and-coming technology is aerodynamic rough coatings that imitate the natural texture of sharkskin.

Wörwag Coatings & Target Markets include:

- Vehicle Exteriors & Interiors
- Car Bodies & Commercial Vehicles
- Automotive Components
- Construction & Agricultural Machinery
- Household Appliances
- Furniture Industry
- Plant Engineering
- Building Equipment



Position Information

Color Lab/Technical Service Manager

Summary

Position is responsible for OEM and customer color development and approval. Support in-process color adjustment and final approval of batches. Head the application lab and direct related correlation activities.

Requirements

Minimum Qualifications: BS in Chemistry, Biology, Physics or minimum high school diploma and 10 years+ experience in color matching/development in coatings industry. Fluent in colorimetry and related software systems: Byk-Mac, XRite, etc. Must pass the Color Aptitude and Color Perception Tests. Must have demonstrated color development and supervisory experience.

Responsibilities

- Development of new OEM and customer matches for approval, ensuring all internal and external product and OEM/customer requirements are met to support the overall Worwag business strategy. Management of all related masters, color data and OEM documents.
- Responsible for maintaining relationship with target OEM and key customer contacts to support Worwag color management, approval requirements and business objectives.
- Lend color matching expertise to support tinting of batches in manufacturing and in the field as well as OEM/customer continuous improvement initiatives related to color or application.
- Work with raw material vendors, WWS Color Lab and WWL technical to obtain and utilize technically qualified materials to support formulas which meet all development guidelines.
- Directly responsible for operation and schedule of Application Lab (Lactec, spraymatation, etc.), including but not limited to documentation of system checks, cleanliness and functioning of related equipment, support of correlation work, prioritization and throughput of samples from internal customers: R&D, Color Lab Manufacturing, QC.

- Responsible for training and further skill development of direct reports related to increasing overall knowledge of color science, application and correlation.
- Support all TS16949/ISO9001 company and department specific initiatives by developing and maintaining Color Lab and Application Lab procedures, correctly documenting batch and OEM/customer color data feedback, track and maintain new color testing, etc.
- Maintain good communication with all internal and external departments/customers. Provide input as needed for problem solving or continuous improvement initiatives. Performs other duties when required to support the growth and interests of the organization.

Location Information**Lafayette, IN and Surrounding Area****Lafayette, IN**

Lafayette is the county seat of Tippecanoe County, Indiana, located about 60 miles northwest of Indianapolis and about 100 miles southeast of Chicago. West Lafayette, on the other side of the Wabash River, is home to Purdue University, which contributes significantly to both communities.

A high-energy community of about 60,000 people, the Greater Lafayette area is a thriving business and industry hub focused on progress, investment and job creation. They offer great sports and recreation, fine cultural activities, year round festivals, and affordable housing. And they're known for their blue-ribbon schools, regional healthcare services, and historic downtown loaded with shopping, dining, and night life.

**Indianapolis, IN**

Indianapolis is the capital of Indiana and home to over 800,000 residents. It is Indiana's largest city, the 14th largest city in the US, and one of the fastest growing regions in the Midwest. Indianapolis is a rapidly growing city that is rich in history.



The city is second only to Washington, D.C., for number of monuments inside city limits. Today you can find a five-block plaza at the intersection of Meridian and Vermont surrounding a large memorial dedicated to Hoosiers who have fought in American wars. Other monuments found with the city include the Indiana World War Memorial Plaza, the Medal of Honor Memorial, USS Indianapolis Memorial and the Landmark for Peace Memorial. But history doesn't stop there. Indianapolis is also home to James Whitcomb Riley Museum Home, Lockerbie Square and Madame Walker Theatre Center, which add to the abundance of history within Indianapolis.



Moreover, Indianapolis is home to a wealth of venues for the performing arts and has a wide variety of museums and galleries open to the public. The theaters offer plays, Broadway hits, comedy, musicals, concerts, and other live performances to Indy theater goers. Indianapolis boasts of many different venues that appeal to art lovers, car enthusiasts, sports fans, history channel addicts, and science and technology junkies in their many museums and art galleries. The most well know museums are the Children's Museum of Indianapolis, Indianapolis Motor Speedway Hall of Fame Museum, and the Indianapolis Museum of Art.



Indianapolis also has an extensive municipal park system with nearly 200 parks occupying over 10,000 acres. The flagship Eagle Creek Park is



the largest municipal park in the city, and ranks among the largest urban parks in the United States. Additionally, Indianapolis has an urban forestry program that is recognized by the National Arbor Day Foundation's Tree City USA standards. Aside from their wide variety of parks Indianapolis is also home to the Indianapolis Zoo, which is the largest zoo in the state. With plenty of beautiful sites and animals it is not hard to find a way to spend time outside in Indianapolis.



The labels of The Amateur Sports Capital of the World and The Racing Capital of the World have both been applied to Indianapolis. The headquarters of the National Collegiate Athletic Association (NCAA), the main governing body for U.S. collegiate sports, is located in Indianapolis, as is the National Federation of State High School Associations. Since 1911 the Indianapolis 500 has been the premier event in the National Championship of open wheel car racing, the IndyCar Series. Indianapolis is home to two major league-level sports teams: The Indianapolis Colts of the National Football League (NFL) and Indiana Pacers of the National Basketball Association (NBA).



Indianapolis offers a variety of shopping opportunities. There are three well know districts in this city; Broad Ripple Village, Fountain Square Merchants Association, and Mass Ave Arts District, which provide food, events, and shopping everyone can enjoy. If it's malls you want, the Circle Centre is anchored by Nordstrom on its southern end and Carson Pirie Scott to the north, and it is downtown Indianapolis' foremost shopping, dining, and entertainment complex, offering shoppers more than 100 specialty stores, plus a vast array of dining options. Edinburgh Premium Outlets is home to a collection of shops that is well worth a short drive to the south end of town. As central Indiana's largest outlet center, Edinburgh Premium Outlets' 80 plus stores offer deep savings on such brands as Adidas, Banana Republic, Coach, Guess, J.Crew, Nike, and Tommy Hilfiger. Lafayette Square Mall is conveniently located with over 90 specialty stores. Indianapolis has shopping opportunities for everyone.



When shopping for schools, Indianapolis has a lot to offer. Indianapolis has eleven unified public school districts, each of which provide primary, secondary, and adult education services within its boundaries. If it is higher education you are looking for, Indianapolis is the home of Ball State University Indianapolis Center, Butler University, Indiana University-Purdue University Indianapolis (IUPUI), Ivy Tech Community College of Indiana, Marian University, Martin University, Oakland City University Indianapolis campus, The Art Institute of Indianapolis, Vincennes University Aviation Technology Center, and the University of Indianapolis.

Location Links

Lafayette, IN and Surrounding Area

Lafayette Area Links

City of Lafayette
www.lafayette.in.gov

Visit Lafayette
www.homeofpurdue.com

Downtown Lafayette
www.readysetgodowntown.com

General Area Links

City of Indianapolis
www.indy.gov

Visit Indianapolis
www.visitindy.com

Shopping

Fountain Square Merchants
www.discoverfountainsquare.com

Mass Ave Arts District
www.discovermassave.com

Edinburgh Premium Outlets
www.premiumoutlets.com

Arts & Entertainment

American Cabaret Theatre
www.thecabaret.org

Soldiers' and Sailors' Monument
www.soldiersandsailors.com

Indianapolis Motor Speedway
www.indianapolismotorspeedway.com

Indianapolis Symphony Orchestra
www.indianapolissymphony.org

Colonel Eli Lilly Civil War Museum
www.in.gov/iwm/2335.htm

Education

Indianapolis Public Schools
www.ips.k12.in.us

University of Indianapolis
www.uindy.edu

Marian University
www.marian.edu

Sports

Indianapolis Colts
www.colts.com

Indiana Ice
www.indianaice.com

News

The Indianapolis Star
www.indystar.com

WishTV 8
www.wishtv.com

Real Estate

Prudential Indiana Realty
www.prudentialindiana.com

The Hawkins Team
www.indianapolisrealty.com





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If you have open positions in your organization,
give us a call and put our people and our process
to work for you.



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WÖRWAG

Skill Survey Technical Service Manager

Name:

Date:

1. Outline University Degree(s):
(Please provide the Name, the Location, and the Phone Number of each Institution)
2. Describe your experience, including years of experience, in color development and/or matching for coatings.
3. Outline your technical experience specifically working with Automotive and/or OEM coatings.
4. Provide an example that demonstrates the successful use of your color matching expertise to solve a significant problem either in internal manufacturing or directly for a customer.
5. Share your experience working with raw material vendors to obtain specialized ingredients to meet developmental guidelines.
6. Describe your experience overseeing the operation and scheduling of a coatings application lab including; equipment review and upkeep, prioritization and throughput of samples, systems checks and general maintenance.
7. Give an overview of your technical leadership experience. What was the largest team you have managed and what were the functions of your team members (ie. chemist, technicians, quality control).
8. Share you experience in training, mentoring and increasing the overall knowledge and expertise of your team pertaining to Color Science, Application and Correlation.
9. Give an overview of your experience and success working directly with customers.

10. What is your comfort level with travel? Do you have a maximum % level of travel or # of days/week away from home that you could sustain?
11. Tell us about any non-compete and/or employer restrictions that you may have. Please provide these documents for our review.
12. Are you a US Citizen? If no, what is your Visa status and provide the type of Visa that you are currently working under and any restrictions/issues our client will have to deal with.
13. If asked one of the following questions during an interview, how would you answer? Why are you considering this opportunity? (or) What motivated you to consider a job change at this time?

Relocation Acknowledge Agreement

I _____, acknowledge the condition to relocate to Lafayette, Indiana area for the specific opportunity with Worwag and am willing to do so if hired.

As evidenced by my initials below, I fully understand that this acknowledgment is a requirement for the interview process and states that I have already spoken with any parties (i.e. spouse, significant other, children, parents, etc.) who may directly be impacted by my final decision to relocate.

Print Name _____
Initials _____

References

Please provide three to six references. The first priority is past bosses, then employees, then peers.

Example: Bob Smith, currently - Business Director at ABC Corporation 412-123-4567,
Email: bob.smith@abccorp.com.
Was Business Director, my direct boss, while I was a Manager at ABC Corporation.

We will NOT contact any references until after completing the interview process and not without notifying you first.

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)

Our Candidate Scorecard is a form you complete on every candidate you have now screened as a potential fit. If you can tell that some of the candidate's are probably C level in a superficial overview in comparison to others you set those aside now and grade the rest. The scorecard will help you objectively weigh all the Must Haves and even the preferences in such a way that at the end of using the scorecard process you can be pretty sure who the A plus candidates are, who the A candidates are, and who the B candidates are. Then we focus on scheduling for the A's.



Candidate Comparison-Scorecard

Grade: _____

Grader's Name: _____

Candidate Name:

Client Name: Worwag Coatings

Hiring Mgr: Barbara Peterson

Position: Color Lab/ Tech Service Manager

HR Rep: Connie Hollis

Attribute	A/B/C	Comment
<p>1. Education A = B.S., M.S. or Ph.D. in Chemistry, Biology, Physics or paint and coating related education B = High School diploma with 10+ years of experience C = Ph.D., M.A. or B.S. in any other related field D = no education related to field of expertise</p>		
<p>2. Paints and/or coatings years of experience A = Extensive - 10+ years B = 5 - 7 years C = less than 5 years</p>		
<p>3. Hands-on experience with Automotive/OEM paints and coatings and level of expertise with each A = Well defined examples that demonstrates high level of expertise. B = General answers showing understanding of development and some experience in above processes C = Limited experience with color development and/ or processes</p>		
<p>4. Hands-on experience with color match troubleshooting including quality control at the manufacturing and/ or customer level A = Well defined example that includes application request processing and/or quality experience B = General answers showing understanding of and some experience in above processes C = Limited experience with above processes</p>		
<p>5. Give an example that demonstrates ability to work with raw materials vendors to obtain specialized ingredients and guidelines A = Specific example including vendor interaction and troubleshooting ability with raw materials B = General answer that demonstrates some understanding of troubleshooting abilities</p>		

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C = Limited troubleshooting or communication abilities		
6. Give an example of application operation and scheduling including equipment inspection and upkeep, system check and production maintenance A = Clear example of excellent production management B = General production management example C = Limited production management experience		
7. Give an example of the project or team management or leadership that you have including team size and technical leadership A = Numerous examples of leadership of large teams and technical management B = General example or small size team leadership C = Little or limited technical leadership experience		
8. Give example of training you have conducted to increase the overall knowledge and/ or expertise of a team you have been responsible for A = Clear example of training conducted B = General example C = Little training or management experience		
9. Give an example of your experience working directly with customers A = Clear example of direct customer interaction B = General example of customer interactions C = Limited customer interaction experience		
10. Travel level openness or limitations A = Very open and comfortable with local and international B = Open to travel but with restrictions or limitations C = Not open or able to travel much if at all		
11. Contract Limitations A = No non-compete or applicable nondisclosure B = Unenforceable non-compete or limited nondisclosure C = Active Non-compete and/or limiting Nondisclosure		
12. Citizenship A. US citizen B. Green card holder D. Will require simple sponsorship, almost has green card, or is in near completion		

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<p>Grading Point System: A's = 4 B's = 3 C's = 2 D's = 0 Bonus Points = 1 Now add up the numerical value of each grade and then divide by the total number of grades</p>		<p>Total Points Divided by 12 grades = Avg. Grade</p>