



FOR IMMEDIATE RELEASE

Contact: Kelly Janowski

630.305.0003

kjanowski@davidjamesgroup.com

STIHL Inc. Receives 2013 AME Manufacturing Excellence Award

ROLLING MEADOWS, Ill.—Oct. 17, 2013—The Association for Manufacturing Excellence (AME) is pleased to honor STIHL Inc. with a 2013 Manufacturing Excellence Award. The Virginia Beach, Va., facility will be recognized at a ceremony during the 2013 AME “Excellence Inside” Conference, Oct. 21-25, in Toronto.

“Recognizing organizations that are implementing lean manufacturing and management processes is one of the highlights of our conference,” said Paul Kuchuris, AME President. “It allows us to highlight businesses that improve their bottom lines and customer experiences with the best practices they gain through our outreach programs.”

In its feedback report about STIHL Inc., the AME assessment team noted the facility’s strides toward the establishment of a continuous improvement system, focusing on the implementation of advanced technology, integration of automation, data systems, work instructions, signaling devices and steps toward the establishment of flow. Outstanding practices the committee focused on include the total-cost thinking used for new product and process development projects and the use of inventory flywheels to balance high service levels and low-cost production linearity goals.

“I was honored to accept the award on behalf of all STIHL employees, who continuously demonstrate their dedication to our company’s mission and values,” said Christian Koestler, vice president of operations for STIHL Inc. “Fostering a culture of innovation and excellence is fundamental to American manufacturing success, and encouraging employees to embrace automation and rewarding them for their ideas establishes this culture from the ground up.”

STIHL Inc., the headquarters for U.S. operations for the worldwide STIHL Group, manufactures more than 280 model variations of handheld outdoor power tools, and exports to more than 90 countries around the globe. The company employs more than 2,100 individuals nationwide (1,900 in Virginia Beach, Va.) and is ISO 9001 and ISO 14001 registered. The STIHL Group has been at the forefront of innovation since 1926, continuously working to improve both its products and processes decade after decade, in the U.S., at STIHL Inc., as well as its global manufacturing facilities around the world.

The AME Manufacturing Excellence Award recognizes manufacturing plants that have demonstrated excellence in manufacturing and business. The primary focus of the award is to acknowledge continuous improvement, best practices, creativity and innovation. This award supports AME’s mission “to inspire a commitment to enterprise excellence through experiential learning by bringing people together to share, learn and grow.”

The 2013 class of Manufacturing Excellence Award winners also includes:

- Bombardier Aerospace of Toronto, Ontario
- MillerCoors of Eden, N.C.
- IEC Electronics Corporation of Albuquerque, N.M.

About the Association for Manufacturing Excellence

The Association for Manufacturing Excellence (AME) is the premier not-for-profit organization dedicated to the journey of continuous improvement and enterprise excellence. AME's membership is composed of a trusted network of volunteers who are committed to leveraging the practitioner-to-practitioner and company-to-company shared-learning experience. Through engaging workshops, seminars and plant tours, and industry-leading conferences, AME members are continually discovering and implementing new continuous improvement strategies and best practices. AME offers its members a multitude of valuable resources to help them stay abreast of current industry developments, and improve the skills, competitiveness, and overall success of their organizations. For more information, visit www.ame.org or email info@ame.org.

About STIHL Inc.

STIHL Inc. manufactures the [number one selling brand](#) of gasoline-powered handheld outdoor power equipment in America,* as well as the number one selling brand of [chain saws](#) in the world. [STIHL products](#) are sold through [servicing power equipment retailers](#) from coast to coast – not mass merchants. [Located in Virginia Beach](#), Va., STIHL Inc., the headquarters for U.S. operations for the worldwide STIHL Group, exports to over 90 countries around the world; and the majority of STIHL products sold in America are also [built in America](#).* STIHL products sold through U.S. STIHL dealers are for distribution in the United States only. For more information or for the name of a local STIHL retailer, call toll free 1-800-GO STIHL (1-800-467-8445), visit stihlusa.com or text your zip code to 78445.

**A majority of STIHL powerheads are built in the United States from domestic and foreign parts and components. "Number one selling brand" is based on syndicated Irwin Broh Research as well as independent consumer research of 2009-2012 U.S. sales and market share data for the gasoline-powered handheld outdoor power equipment category combined sales to consumers and commercial landscapers.*

#