

John Deere Power Products

Greeneville, TN



Deere & Company

Deere & Company (NYSE: DE) is a world leader in providing advanced products and services and is committed to the success of customers whose work is linked to the land - those who cultivate, harvest, transform, enrich and build upon the land to meet the world's dramatically increasing need for food, fuel, shelter and infrastructure. Since 1837, John Deere has delivered innovative products of superior quality built on a tradition of integrity. For more information, visit John Deere at its worldwide website at www.JohnDeere.com.

The company is segmented into 3 Divisions – Agriculture & Turf, Construction & Forestry, and John Deere Financial. As part of the Worldwide Agriculture & Turf Division, John Deere Power Products (JDPP) is the home of the 100 Series Lawn Tractor and is located in Greeneville, TN. The 100 Series tractor is sold primarily in North America and in select markets worldwide. We are one of the 38 factories that make up the Ag & Turf Division.

JDPP History

JDPP was established in 1987 as a small satellite factory of John Deere Horicon Works (Horicon, WI) to produce walk-behind lawn mowers. Since then, the factory has grown from a small group of 60 dedicated employees to a team of nearly 500.

The factory was founded with a team-based continuous improvement philosophy and continues to follow this same philosophy today.

Processes at the factory include assembly, welding, purchasing, shipping/receiving, and technical support.

Our Products

100 Series products are segmented into two distinct categories – traditional side discharge units and rear discharge/rear collect units. The factory also produces material collection systems for products that are manufactured by sister factories in the Ag & Turf Division. Our products have been rated a 'Best Buy' for eight consecutive years by a leading consumer magazine.



Distribution Channels/Market

The L100 Series lawn tractor is distributed through the John Deere dealers, The Home Depot, and Lowe's. JDPP products are priced from \$1499 to \$2749. The 100 Series tractor was introduced to the market in 2003 and has succeeded in becoming the leading brand in the riding lawn equipment market share since its launch.

Achievements

Environmental, Health, and Safety

- OSHA Recordable rate 86% below industry average
- 12+ million hours without a lost time injury
- Environmental crates eliminated need for 12,000 tons of wood and 7,000 tons of steel
- Aerosol-free facility
- Decreased electrical usage by 2 million KW over the past two years

Quality

- Rated a "Best Buy" by a leading consumer magazine for 8 consecutive years
- 17% improvement in product first pass yield
- Highest customer first pass yield in the company
- 62% reduction in warranty costs per unit

Cost

- 50+% improvement in total asset turns
- 48% reduction in freight as a percent of sales
- 52% improvement in productivity

Delivery

- 32% reduction in manufacturing cycle time
- 50+% reduction in finished goods days on hand inventory

Awards/Recognition

- TOSHA VPP Star Award – 2003, 2007, 2010
- Deere Production System: Gold Factory, 2004 – 2008
- Deere Product Quality System: Bronze Factory – 2008
- Shingo Prize finalist – 2006
- *Industry Week* Best Plant Finalist – 2005
- Tennessee Quality Excellence Award – 2002

For more information please contact:

Bobby Jones
Project Manager
John Deere Power Products
1630 Hal Henard Road
Greeneville, TN 37743
Phone (423) 787-6156
Fax (423) 636-1772
Email –
JonesBobbyD@JohnDeere.com