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COLGATE-PALMOLIVE COMPANY

105 Hudson Street - Jersey City, New Jersey 07302

January 8, 1979

Mr. Larry Miles
Sedgefield R5 B840
Easton, Md. 21601

Dear Mr. Miles:

Thank you for your December 20, 1978 letter following our phone talk.

NAPA loaned me their copy of "Cutting Costs By Analyzing Values".
I now have my own copy.

I intend to get a copy of the McGraw Hill Book.

I regularly look for your page in Purchasing World. They have been very helpful.

VA is new to my buyers so that I am anxious to inculcate the philosophy in them as soon as I can.

Thanks for your offer of future help. I may use it.

Sincerely,



W. L. Born
Supervisor - Equipment Purchasing Section

WLB:hd

ATTACHED

12/20 78

Mr W.L. Born, Manager of Purchasing
Colgate Palmolive Co
105 Hudson St.
Jersey City NJ
07307.

First part of SAVE speech
"This is SAVE etc - "
List of 10 VA Tech for buyers
Tear sheet PW July 78 "Spec.
Funct. An. "
Tear sheet PW Sept 78 " Purch
Particle Funct. An."

% Central Engineering Dept.

Dear Mr Born:

After chatting with you yesterday, I checked my copy of "Cutting Costs by Analyzing Values" distributed by the Nat'l Ass'n of Purchasing Agents in 1950.

It is still extremely useful and practical. It contains the basic orientation toward function and action. Since it was early in our development of VA techniques, it is teaching improved purchasing, and with it, some benefits which the purchasing VA techniques bring.

It is paperback, 80 pages, and about 1/2" thick. You will be startled by the benefits your people can secure from it.

From 20 years more of use and development of technique, the McGraw-Hill book was in 1972 written. It shows the technique and the approaches and how to use them. It shows their application in technical areas, in purchasing areas, in sales areas, in administration, in social groups - hospitals - etc, and an introduction into use in the construction industry.

So, it is basically - more Value Analysis and less Purchasing. Now the proper Purchasing Emphasis is swinging back, beginning a couple of years ago. (Purchasing Magazine tried to maintain it all through those years). The Society of American Value Engineers, in its conference in Washington DC in May this year will run a parallel session on bringing VA benefits into buying.

Meanwhile I am writing a page each month for PURCHASING WORLD magazine, each showing specific VA approaches in purchasing, how to use them, and examples.

So that buyers can learn and develop skill in specifics, I am developing a series of "VA Techniques for Buyers". A first ten are named on the enclosed page. I will be teaching them at the Washington May meeting.

Good success to you. Call me if I can help further.

Sincerely, Larry Miles