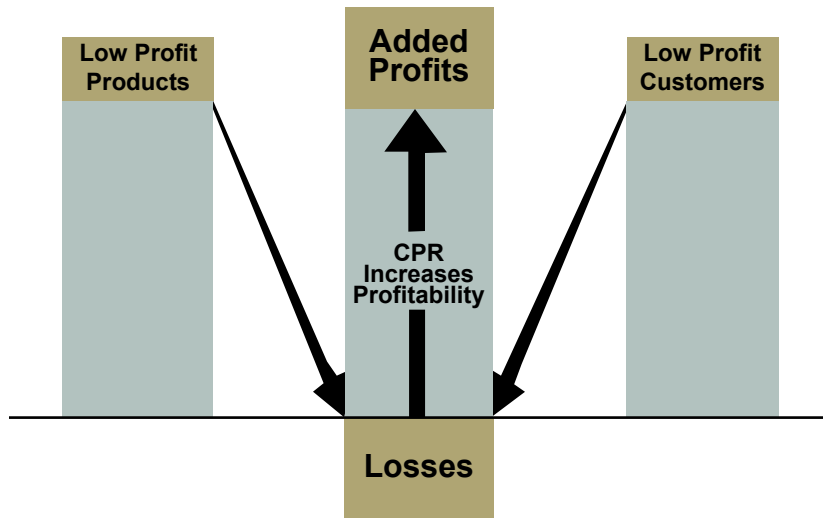


# Unleashing Value

## Customer Product Rationalization (CPR)

CPR identifies low profit customers/products and increases profitability



CPR generates maximum profitability



## Key Questions

**Are** you losing money selling certain products?

**Are** the total costs required to serve your customers clearly understood?

**Are** your manufacturing assets rationalized and tied to an optimal customer-product portfolio mix?

**Are** you introducing new products not knowing if they are profitable?

*"O&A helped us rationalize our product line yielding significant cost savings and more importantly allowed our most profitable products to receive the resources and management attention needed to grow."*

Larry Farmer  
President - Atofina Chemicals

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