

Buzzword Breakdown: AUTOMATION

Automation is a loaded word across all industries, particularly in manufacturing and construction.

While automation has the potential to increase efficiency, quality and customer experience, a new study from the Midwest Economic Policy Institute and the Project for Middle Class Renewal at the University of Illinois at Urbana-Champaign suggests it may damage the middle-class economy.

“With capital growing, the industry struggling with skilled labor shortages, and our nation facing growing infrastructure needs, it is fair to conclude that the pace of automation is likely to accelerate in the decades to come,” says Jill Manzo, co-author of the study.

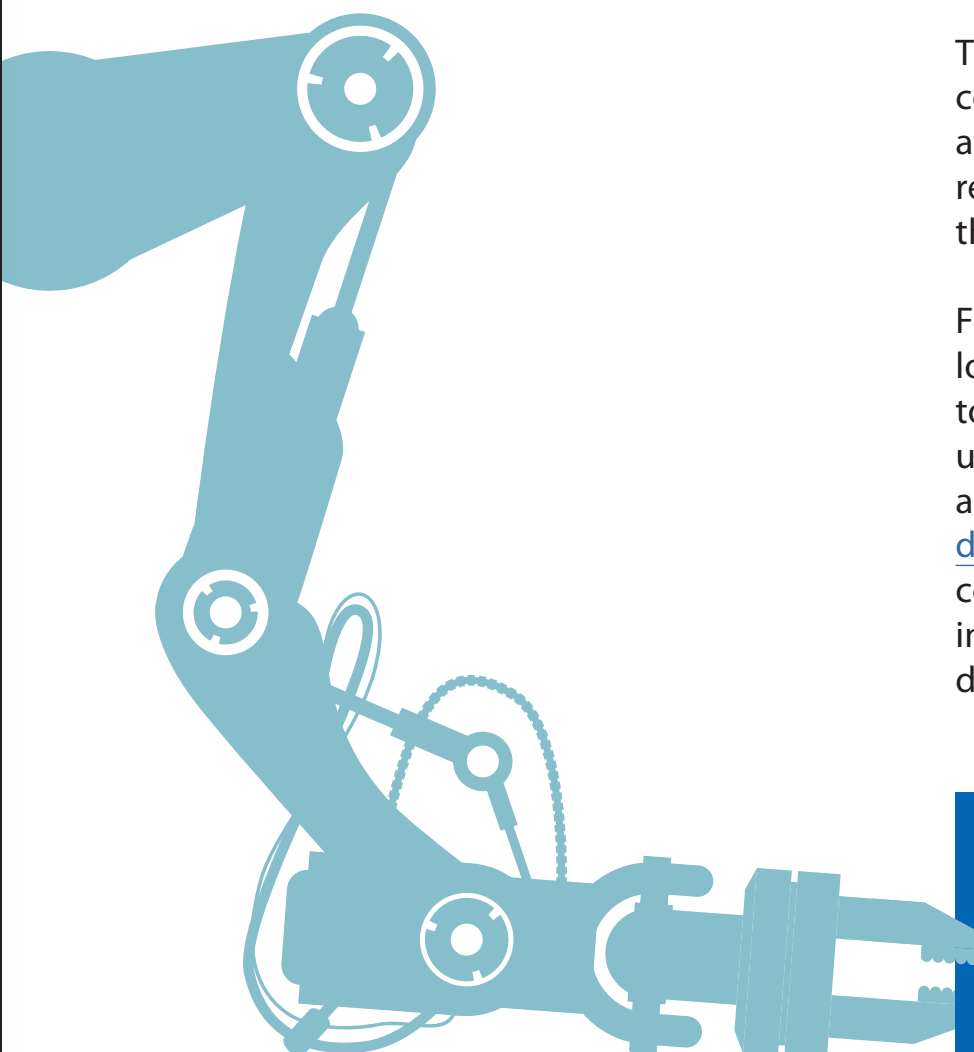
So, how will increased automation affect the fenestration industry?

Human-machine collaboration has the power to greatly improve customer service, revenue and productivity. However, machines can't replace the human-touch when it comes to design and collaboration.

To prevent advancements in automation from inflicting economic damage on the middle-class, the industry needs to focus on skilled labor solutions and invoke policies and training programs as trades become more and more automated.

This includes imploring communities to collaborate with educational institutions and invest in vocational training and retraining to prepare skilled laborers for the jobs of the future.

For our part, Deceuninck is working with local schools and community colleges to help develop the workforce we rely upon. We would love to hear what you are doing. Email me at filip.geeraert@deceuninck.com, and tell us about your contributions to workforce development in your area. Is there something we can do to help?



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