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Apple is advertising for jobs for a store that may open in Eastwood Towne Center. AP FILE PHOTO

Apple plans store in Lansing Township

By Lindsay VanHulle
Gannett Michigan

LANSING — Apple is looking for employees for a new store apparently planned for Eastwood Towne Center, documents show.

A contractor for the Cupertino, Calif.-based technology company filed an application with Lansing Township officials to start work on a nearly 6,000-square-foot retail store at 3025 Preyde Blvd., which is part of the shopping center near U.S.-127 and Lake Lansing Road.

That address is between existing Bath & Body Works and Victoria's Secret stores, where there is a vacant storefront. Eastwood officials, however, would not confirm a store location.

Apple has posted 13 job openings in Lansing to its website, including store leaders and managers.

An Apple spokesperson did not return messages seeking comment. Eastwood general manager Emily Desrochers declined comment, saying tenant news would be shared when available.

Apple has five stores in Michigan: in Ann Arbor, Clinton Township, Grand Rapids, Novi and Troy.

Lindsay VanHulle is a reporter for the Lansing State Journal. Contact her at lvanhulle@lsj.com

In Battle Creek, a fight to keep Kellogg jobs

By Jennifer Bowman
Gannett Michigan

BATTLE CREEK — Local leaders who voiced opposition to Kellogg's decision to open a Grand Rapids-area call center and move perhaps 600 jobs said the company relied on from a consultant was inaccurate and there's no reason why Battle Creek should not be home to the new center.

"There's some difference of opinion as to the conclusion reached by the data that Kellogg Company got as far as starting this call center in Cascade Township and other data that's out there," said Joe Schwarz, former Battle Creek mayor and congressman.

Local economic development officials said they will likely compile data over the next week to compare with data used by Kellogg. The company used an independent consultant "experienced in creating successful service centers for global companies" to compare Battle Creek with eight other potential locations, Kellogg said Tuesday.

Kellogg announced last week it would open the regional business services center, affecting finance, information technology, supply chain and human resources positions. The new facility is part of a four-year restructuring program, dubbed Project K, that includes cutting 7% of its global workforce. Kellogg is the city's top employer with about 2,300 workers.

Jennifer Bowman is a reporter for the Battle Creek Enquirer. Contact her: 269-966-0589.

Automation Alley opens center at OU to test products digitally



Biplob Dutta, left, student branch treasurer of the Society of Manufacturing Engineers, explains a 3D printer to Jason Napolitano of solidThinking. Examples of items built are displayed on the table Thursday at the Automation Alley Product Lifecycle Management Center. PHOTOS BY RYAN GARZA/DFP

Streamlining process will save some automotive suppliers millions

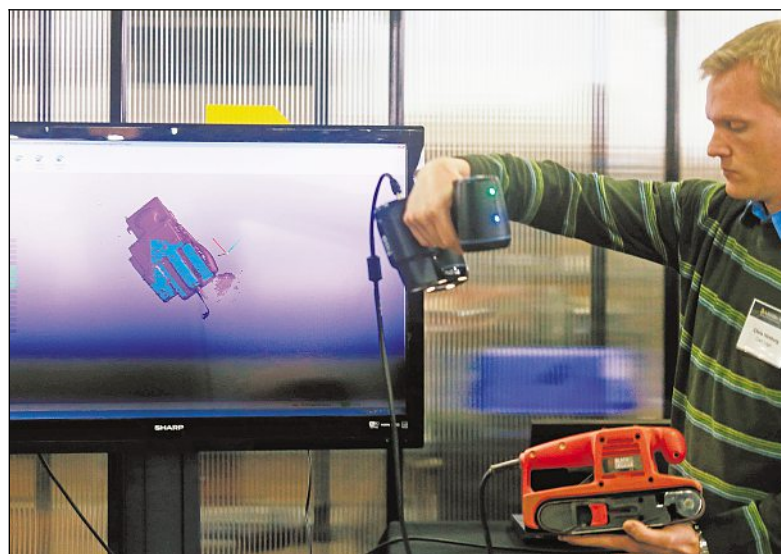
By Zlati Meyer
Detroit Free Press Staff Writer

Automation Alley has opened a product lifecycle management center at Oakland University.

The center will enable small- and medium-size businesses to conceive, engineer, test, manufacture and deliver products digitally, making a process that used to take months now just minutes. This streamlining will save millions of dollars for these firms, which include numerous smaller automotive suppliers.

The first assessment and training courses begin next month, according to officials from Automation Alley and OU Inc., a SmartZone business incubator, where the Automation Alley Product Lifecycle Management Center will be situated. The center also will provide consulting services. The cost for companies to participate is \$300-\$2,000.

Software, like the type the center has from Siemens, normally costs around \$300,000, plus training costs of an additional \$50,000 to \$70,000, according to Michael Grieves, a product



Chris Himburg of Cam Logic uses a 3D scanner to create 3D data of a belt sander into the computer to allow the user to reverse-engineer parts.



These products on display were created by a 3D printer by Dasi Solutions during a preview event of the Automation Alley Product Lifecycle Management Center on the Oakland University campus.

lifecycle management expert and OU professor. Those are exorbitant amounts for the manufacturing sector's smaller players.

"It's our only hope for bringing manufacturing back to the area," he added.

Software is used to design parts and products, then tested by computer. After perfecting it, the technology can design the molds to make said part. A 3D printer may be utilized to make physical prototypes.

"It's instead of the old way: Sketch it on paper. Go to the machine shop. Bang it out. 'This doesn't work.' Try it in the field. 'This doesn't work,'" Grieves said. "PLM does this digitally."

He explained that this method was originally used by the major automotive and aerospace companies as many as four decades ago, but it really came into its own in 2000. And by 2008-09, the technology became cost-effective enough for smaller companies, which couldn't afford the old expensive mainframes, to embrace.

"Innovation happens when you bring the right people together with the right resources," said Automation Alley executive director Ken Rogers.

OU Inc. opened in 2006 and joined forces with Automation Alley in 2011.

Contact Zlati Meyer: 313-223-4439 or zmeyer@freepress.com. Follow her on Twitter @ZlatiMeyer.

GM asked to explain delay on recall

Ignition switch failures blamed in 6 deaths

By James R. Healey
USA TODAY

A Georgia lawyer has asked federal safety regulators to require General Motors to explain why it waited to recall 619,122 U.S.-market 2005-07 Chevrolet Cobalt and 2007 Pontiac G5 cars to replace faulty ignition switches blamed for at least six deaths.

Documents in a now-settled civil lawsuit against GM show

the automaker knew of a potential faulty ignition defect leading to engine stalling in 2004, before it launched the 2005 Chevrolet Cobalt.

Federal safety rules mandate that an automaker notify the National Highway Traffic Safety Administration within five business days after the company identifies a safety problem.

"Testimony of GM engineers and documents produced in Melton v. General Motors et. al., show that the automaker actually knew about the defective ignition

switch in these vehicles in 2004 before it began selling" the 2005 Chevrolet Cobalt, says the letter to NHTSA from Lance Cooper, the plaintiff's lawyer in the lawsuit.

He hopes to trigger a formal process by saying he wants NHTSA to "open a timeliness query investigation into General Motors" over the recall.

The letter is dated Wednesday. Cooper is the attorney for the estate of Brooke Melton, 29, of Hiram, Ga., who died in a 2010 crash of her 2005 Cobalt. The data recorder in the car

showed that the car's ignition switch was in the "accessory" position, not the "run" position, at the time of the crash.

If a car's ignition switch isn't in "run," the engine stalls, and power is shut off to safety systems, as well as power accessories.

GM has argued in the depositions and in at least one public statement that even without power assist to the steering and brakes, cars can be steered and stopped safely.

NHTSA hasn't responded yet to Cooper's "timeliness" request.



A Georgia woman died in a 2010 crash of her 2005 Cobalt. GM

NHTSA isn't required to do as Cooper asks. But it was information, and a request, from a lawyer that triggered the agency to begin a probe within three days, examining a Toyota recall's timing. The govern-

ment decided Toyota had failed to promptly report potentially deadly steering relay rod problems on some trucks.

NHTSA fined Toyota a near-maximum \$16 million for that.