



Western Pacific's new Director of Engineering, Noel Toquero, seeks to raise the bar on deeper customer understanding



Building on his solid 20-year plus career at California-based manufacturer Western Pacific Storage Solutions (WPSS), Noel Toquero has advanced to the role of Director of Engineering.

Noel has contributed to WPSS designs for industrial shelving and work platforms (mezzanines) for a little

over two-thirds of the company's 30-year history.

Noel aims to improve and streamline processes in engineering, and to raise the bar for communication between sales, customer service and manufacturing teams. That means developing a deeper understanding between the people in those areas for the betterment of the customer experience.

Noel wants to take customer understanding farther with his team. "Manufacturing and engineering work hand-in-hand; it's a symbiotic relationship. You've got to design around manufacturing capabilities. I take my engineering team down to the manufacturing floor so that they grasp how things can be manufactured or put together; they observe the process. We meet with the manufacturing team to discuss process and designs. The outcome is the engineering team produces better designs and drawings and manufacturing produces a better product on behalf of the customer."

That knowledge building helps on the other side, too – sales. Noel explains: "Sales really drives what we do, but sometimes a customer wants something that won't work from an engineering perspective. When customer service wants our help to quote a project that needs more custom engineering, because we have a deeper understanding of both manufacturing and engineering, we can set the expectation for our customers with confidence."

Noel Toquero, Director of Engineering

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