



Industrial Molds Group

May 2016 Newsletter



How Designing for Optimized Manufacturing Reduces Costs:

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Design considerations rank number one on the list of new product development if you want to reduce your costs to manufacture. Making the right design decisions early in the product development process can have a substantial impact on total product cost. One of the methods often used is DFMA (Design for Manufacture and Assembly) that helps product developers choose the right structures, materials, processes and labor which have become critical "given that companies get few second chances in today's global markets," said John Gilligan, president of Boothroyd Dewhurst Inc., developers of the DFMA methodology.

"Manufacturers today are striving to tighten their supply chains and move closer to key markets," Gilligan commented in an article appearing in PlasticsToday.com "They are also taking a hard look at whether or not their product designs help them downstream with demand fulfillment and throughput. The right designs should reach customers quickly with

the high quality and performance characteristics they need."
(www.plasticstoday.com/design-top-consideratin-reduce-total-cost-manufacture-186547205224534)

When using DFMA both parties - the OEM and the mold maker - are forced to have those conversations earlier in the game rather than later in development. Making design changes sometimes happen after steel has been cut, which is extremely costly. Collaborative interactions that happen earlier can minimize design iterations and costly ECOs by going through the design and discussing the details. All parties should be involved in DFMA from the start including supply chain management, quality, engineering, and especially suppliers. The result can be an elimination of things that add complexity to a product and thus increase the cost.

Nick Dewhurst, executive vice president and co-founder of Boothroyd Dewhurst, noted that mold makers can benefit from this method of collaboration because everyone becomes aware of everyone else's requirements from the get-go. "Too often there is a lack of understanding of what the mold maker needs to get started because he wasn't involved from the start. OEMs often send out RFQs to molders and mold makers asking for a quote when the OEM itself doesn't know their costs to manufacture," he said. "Then they wait until the quotes come back and the job is awarded before they involve the mold maker or molder." DFMA helps everyone understand the product costs early and helps the OEM understand the quotes from the molders and mold makers relative to what the costs ought to be. "Getting three quotes without an understanding of what your costs should be and picking the lowest one is not a strategy," said Dewhurst. "Understanding your part cost in the design phase is critical."

Total cost to manufacture is something that more OEMs are starting to examine closely, particularly when it there are considerations of where to manufacture the product. Often OEMs believe that to save money on a mold build they much go offshore to China, when in actuality DMFA helps them develop their product in the U.S. "It really comes down to an early understanding of product design and our approach with DFMA is to reduce part count of a design which can result in an average total cost savings of 50%," Dewhurst stated. "You have to work to achieve that savings but when you do it suddenly makes you very competitive. Upper management often looks at the cost of labor and that's all they consider when choosing a supplier in a geographic location. What they miss is all of the intangible costs that don't get figured in such as quality

issues, supply chain complexities and transportation. A more disciplined approach we take as a product design company involves what parts of the design impact costs the most and how DFMA can reduce those costs."

Industrial Molds Group, with our team of experienced engineers, has extensive experience in helping our customers reduce their costs to manufacture through part consolidation, metal-to-plastic conversion, innovative designs that accommodate new processing technologies, and much more. We can provide design/process validation through Moldex 3D molding simulation to ensure that the design is optimized for the injection molding process for greater productivity.

[Excerpts reprinted by permission from UBM PlasticsToday.com]



Amerimold 2016 June 15-16

The annual Amerimold trade show and conference is coming up fast. The 2016 event will be held June 15-16 at the Suburban Collection Showplace, Novi, Michigan. Industrial Molds will be exhibiting in booth #422, and will be available to speak with you regarding our capabilities that include mold design, development and build, and mold tryouts/qualification and process validation at our sister company, Pyramid Plastics. Stop by and let us speak with you about your next program.

Please click on link below for free exhibit hall passes.

<https://register.rcsreg.com/r2/amerimold2016/ga/clear.html?zpromo=EXHMT83>



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