



# Industrial Molds Group



## August 2011 Newsletter

### Personnel News:

Industrial Molds Group is pleased to announce that Bill Serritella has joined us as an Account Manager, with a focus on Medical accounts, but will be helping with other accounts as needed. Bill has been in the mold manufacturing industry for 35 years, having at one time owned his own company. His excellent experience in mold making and in working with customers will be a tremendous asset to Industrial Molds.

"Industrial Molds offers customers many benefits including state-of-the-art machine tool and software technology, and I'm proud to be working for a company that is known for its creativity and innovation in mold manufacturing," Bill said. "With the lead times becoming increasingly shorter across all industries, a company like Industrial Molds can provide what OEMs and molders are looking for in delivery times, total cost of ownership, and precision tooling that produces quality parts."

### CASE STUDY: Packaging Innovations That Reduce Costs, Enhance Differentiation

By Tim Peterson, Vice President, Industrial Molds Group

[www.industrialmolds.com](http://www.industrialmolds.com)

Many OEMs believe that the role of the mold manufacturer is to design and build a mold according to the prints provided by the OEM. While mold manufacturers can certainly do that, some mold manufacturers today have expanded their role to include part design and product development assistance. Industrial Molds Group, a Rockford, IL-based mold manufacturer, has become known for its capabilities to help its OEM customers in the food, pharmaceutical and medical markets design and develop unique and functional packaging.

**The Challenge** - Helping the customer with a new design that would reduce costs to manufacture, yet keep the package simple, accommodate different sizes, and be child resistant.

**The Solution** -- Our customer, a leading contract packaging firm specializing in design and development of packaging and contract packaging operations, came to us originally because their engineering team was "swamped" with work, and didn't have time to do a badly needed redesign on a specific package. "Can you help us with the design of this package?" they asked us.

We often are asked to help our OEM customers with product/package design. With a staff of 60, Industrial Molds Group can provide engineering services that include product design and development assistance, mold design and build, and mold qualification through a sister company located nearby, Pyramid Plastics.

The plastic package they were making for their customer consisted of a fairly straightforward box with a blister pack inside that was currently being purchased through another vendor. Our customer knew the approximate size the package needed to be. From a tooling standpoint, it was just what it was - a box. Looking at it with us, our customer wanted to know how they could make it simple and less expensive than it currently was.

We kept the same dimensions of the package. However, they needed the packaging to be flexible to accommodate different sizes: in some cases they needed the package to

be 6" long and in others they needed it be 8" long to accommodate the contents. Design functionality was also important, so keeping the customer's desires in mind, we made a part that required only one unique mold for molding one part that then allowed the second part of the package to interlock with the first to keep the tooling costs down. Making a mold for only one style of part for each half of the package - as opposed to making unique right and left halves - and snapping the parts together reduced the cost of tooling. It also simplified inventory. Instead of having two unique halves and having to stock equal number of right and left halves, or having to run extras of one half if those parts were lost in shipment or had molding quality problems, the customer uses the same part to create both halves of the package. What we considered very simple turned out to be very valuable to them. In fact, patents were applied for and received on this innovative technology which allows both our customer and Industrial Molds to benefit from this innovation. Currently, this design innovation is universally recognized in our customer's arena as a unique, improved packaging design than was previously being used.....

**To read the rest of the Case Study please click on the link below.**

**If you have a challenging part that needs our innovative engineering expertise, give us a call at 815-397-2971 and let us help you come up with a creative solution!**

<http://www.industrialmolds.com/pdf/Packaging%20Innovations%20Case%20Study.pdf>

## **Where to See Us - Events & Trade Shows**

**September 20-22, McCormick Place, Chicago, IL, Plastec Midwest/MD&M Trade Show  
Booth #1877**

**See Plastec Card below for information on how to register for free admission!**

**November 1-4, Las Vegas Convention Center, Las Vegas, NV, Specialty Equipment Market Association (SEMA), Booth #33202**

Free Admission Pass

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M I D W E S T

September 20-22, 2011

**New Venue!** McCormick Place North  
Chicago, IL

Register online for FREE Expo Hall Admission  
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