



## May 2011 Newsletter



# Industrial Molds Group

### Industrial Molds and Going Green.

In an effort to conserve energy, help conserve non-sustainable resources and better serve our community, we have started a Green Team. They have started a recycling program and are working on other goals so Industrial Molds can help to ensure a bright future.



## Innovation & Creativity Sets Industrial Molds Apart:

### How Much is a Good Idea Worth?

By Tm Peterson, Vice President, Industrial Molds Group

When OEMs come to Industrial Molds Group, many times they believe that all we do is just make molds based on the prints we're given. That's not true. While we *can* make molds to the prints that our customers give us, we believe that our real job - and in fact our forte - here at Industrial Molds is helping our customers find creative alternatives to their molding and manufacturing challenges.

While we always listen to our customers to understand what they would like, and what their requirements are for a particular part, we also ask questions. Some of the important questions include:

- Why do you need the part to be like this?
- If we can come up with a better, alternative design that is more easily manufactured, how much leeway do we have in making some design changes?
  - Is there a way we can improve the cycle time?
  - What can we do to reduce you cost-to-manufacture?

The many combined years of experience of the engineering, moldmaking and management staff at Industrial Molds Group gives us the ability to view your products and their component parts in a way that can offer you many alternatives. Making the parts manufacturable, reducing cost-to-manufacture, and ultimately helping you get quality components is always our goal at Industrial Molds.

For example, one customer came to us and said they needed a 1+1 family mold, after which these two parts would be assembled into one component. Because we questioned why they needed a family mold and asked if it was necessary to assemble these two parts externally in a "secondary operation?", we began to understand what their goals were for the product. We then spoke to them about possibly making the two parts into one part through some creative mold design and technology. In fact, keeping up with new mold technology, such as in-mold assembly, in-mold closing, mold/molding automation and other techniques that are being developed in our industry is one way that we at Industrial Molds Group provide better, more innovative solutions to our customers.

Industrial Molds received a patent on the above innovative packaging idea that we created for this customer, which allows both our customer and Industrial Molds to benefit from this innovation. In fact, this innovation has become the new "high-tech" standard for this type of packaging.

If you're always looking for the lowest cost, you're missing the value of what a mold manufacturing company such as Industrial Molds Group can provide. We have 60 people with a wealth of experience and a wealth of ideas. While the cost structure of a larger company, such as Industrial Molds might be higher, what's the value of innovative, creative ideas to your manufacturing systems or to your products?

This is just one more example of the return on investment you're getting for your dollar. When you go to a shop that has engineering design, product development and other services, you're getting a lot of intellectual property that can save you money in the long run by giving you new ideas. Building a mold that eliminated the necessity to assemble two parts into one part reduced our customer's overall costs-to-manufacture. While the tooling cost was a bit more up front, the ROI was fast because there was no assembly required. So what's that worth?

**How Much is A Good Idea Worth? Visit us online at [www.industrialmolds.com](http://www.industrialmolds.com) or call us at 815-397-2971 to see what we can do for you!**

Sincerely,  
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