

Telephone Hotline Connecting Engineers with Technical Support is Launched

When the hotline at Die-tech rings, an engineer will answer. "Today everyone is being tasked to do more with fewer resources," explains PK Dennis, Marketing Director at Die-Tech. "Compound that with the fact that as the 'boomer' generation retires, more and more engineers have little, if any, training dealing with [precision metal stampings](#). Die-Tech decided to step up to the plate and help fill that gap of experience and resources by offering a stamping design engineering hotline."

The hotline (1-888-89-STAMP) grew from an idea which surfaced during a process improvement brainstorming session. To test the need and validity of the idea, Dennis and her team conducted focus groups with engineers, CEOs and production managers in both client and non-client businesses. These groups were asked how they would use this support and to describe their expectations for such a service.

Based on the outcomes of the focus groups, the stamping design hotline is being launched this month as a resource for engineers and others in manufacturing plants that use precision metal stampings. Experienced Die-Tech engineers will answer a wide range of common inquiries. Typical questions might explore design flaws, raw material selection and assembly issues.

Dennis describes an example of how the hotline might work to save time and effort. "Recent studies indicate that corporations often invest 20 to 50 hours of engineering time on a project prior to sharing their design with



a stamper. Once the stamper sees the product drawing often a design flaw is discovered and the stamping must be redesigned," relates Dennis.

"If an engineer contacts us earlier in the process," recounts Dennis, "say

when they have a little as 8 hours in the design, our engineers would review the product for stamping optimization, and help the caller [refine the design](#) based on sound stamping practices thereby eliminating the potential for rework down the road. And best of all, it saves that engineer from having to go back to his customer for design change approval."

Dennis is pleased by the interest expressed for this service. There is no fee for the technical support and it is available from 8:00 a.m. until 4:00, Monday through Friday. Simple questions may be answered immediately. More complex questions might require a Web-Ex conferencing call during which the engineer can visually see drawings on the computer screen. Dennis adds, "We are even willing to set up future meetings so we can understand the project and provide relevant practical advice."

Interested in saving ten or more hours of engineering time? Want to eliminate top stamping design flaws up front? A stamping design engineer is only a phone call away to assist you and the number is **1-888-89-STAMP**.