

Connector

Volume 7 Issue Special Edition

May 2009

When is *Good Enough* NOT Good Enough?

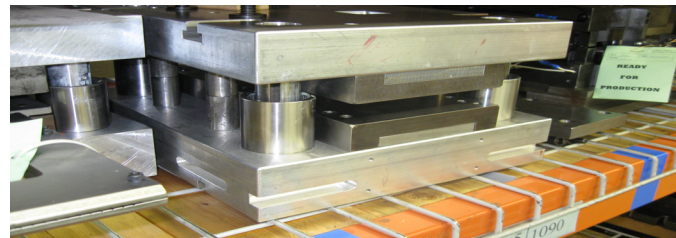
Have you ever been approached in a restaurant by a server who, in the middle of your meal, asks, "is everything okay?" Is it really the expectation of the restaurant owner to provide merely "okay" service? Or should the server be asking more relevant questions in an attempt to get useful feedback?

Is there any comparison between this restaurant scene and your environment? Are you satisfied if everything in your plant is going *okay* for you? Granted, what you are doing may be pretty good. But when is *good enough* not good enough?

For example, is *good enough* an effective strategy in a global recession? Will you be able to survive and thrive if your work processes and products are only *good enough*?

Richard Dennis, President of [Die-Tech](http://www.die-tech.com), explains that his company is introducing an innovative service for those customers who recognize that *good enough* isn't good enough during this economic downturn. "We are encouraging manufacturers to transfer their existing dies to Die-Tech." Dennis is confident that Die-Tech can help customers compete globally. "We will produce better quality parts, reduce costs, decrease cycle time, and provide on time delivery. As an incentive to get started, if the die has a production value of over \$100,000 Die-Tech will build their next new product die for free."

According to Dennis, not enough manufacturers are taking advantage of this opportunity. "The obstacle in getting managers to transfer their dies is their resistance to change." A change in manufacturing procedures can make employees quiver at the thought of having to do things differently. After all, they have come to know their current



supplier and have a comfort level with their supplier's procedures. They have an established supply chain for material, packaging and plating. They ask themselves, "why go through the hassle of transfer when my current supplier is *good enough*."

Dennis understands. These are good reasons why die transfers are seldom consummated. All the pain, frustration and headaches experienced during new product introduction have the potential of being repeated in a transfer. In fact, the pain of [transferring a stamping die](#) could be worse than its original creation. But, contends Dennis, maintaining the status quo offers no opportunity for improvement – in product quality, cost, cycle time and delivery. Letting go of an emotional attachment to a process or routine can have a high payoff.

In a special series of four articles in the *Connector*, Dennis will explore the reasons why a die transfer may be the right move for you. He will explain the Die-Triage process for a successful transfer so you can make your decision with complete confidence. And unlike the server in our restaurant scenario, who was content with *okay* service, Dennis will describe how Die-Tech provides the highest quality of customer satisfaction.

Ready to let go of that stamper that doesn't understand how to help you thrive in this downturn?
Call **1-888-89-STAMP** (1-888-897-8267) to speak with one of our Business Development Engineers today.

For further information: Website: www.die-tech.com Phone: 717 938 6771 Email: stamping@die-tech.com