

# Connector

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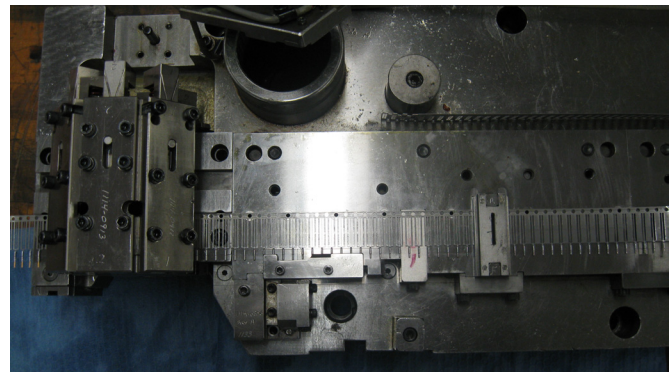
## After “the Die is Cast,” Can it be Recast?

According to Richard Dennis, President of Die-Tech, manufacturers who survive this recession will be those who are open to change. “We are confident that we can produce better quality parts, reduce costs and provide on time delivery for customers who are willing to transfer their dies to Die-Tech. And as an incentive, if the die has a production value of over \$100,000, we will build their next new product die for free.”

In the first of a series of four articles in last month’s Connector, Dennis related that many customers are reluctant to [transfer dies](#) because they imagine it will be a hassle to make the change. Once the *die is cast*, the uncertainty of change can be paralyzing. Dennis recognizes that customers fear a repeat of the pain, frustration and headaches experienced during new product introduction. Some even worry that the transfer might be worse than the original creation. Can this perception be recast?

Why not? Die-Tech is known for its “can do” attitude. During the last decade, process improvement techniques and innovation have increased productivity to the extent that Die-Tech is now outperforming industry benchmarks for stamping manufacturers. “We are primed to increase our market share by offering a non traditional approach to the die transfer process,” adds Dennis.

There are three reasons for die/tool transfer failures. Too often the executive level management is not directly involved in the process and communication breaks down. Or the current supplier offers concessions that are “good enough” for the customer to question the advantages of the transfer process. Failure to recognize that *good enough* may not be the best strategy during a recession becomes



self-destructive. Lastly, the process breaks down under the weight of all the questions and answers flying back and forth as each side tries to minimize its risk and maximize gain.

The die transfer at Die-Tech is a simple and effective process, which overcomes these obstacles. Dennis explains. “We are not going to ask a lot of questions. We don’t need the dimension of the die and we won’t charge to recondition the die.” Dennis continues. “All we need is the die and a part print. Tell us your target price (what you are paying now) and the quantity you need. We will take it from there. The customer only has to tell us, “here’s what it looks like – make it.”

To learn more about our simplified process, you can download [die transfer procedures](#) from the Die-Tech website.

In our next Connector article, we will discuss our system of Die Triage. How would “IN and RUN” be a benefit to you?

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](http://www.die-tech.com) Phone: 717 938 6771 Email: [stamping@die-tech.com](mailto:stamping@die-tech.com)