

Connector

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Tonnage: When is Bigger Better?

"Its better," says Tim Zeigler, "when bigger means that we can expand our capabilities to handle all of our customers' stamping needs." Zeigler, Vice President of Business Development at Die-Tech, announces that the company is investing in an 80-ton press to make bigger and heavier metal stampings.

Not many manufacturers are making significant capital investments in this recessionary economy. "But we believe one way to thrive during an economic downturn is to expand our capability and capacity so we can satisfy our customers' needs -- their current and future requirements" adds Zeigler.

By going to heavier tonnage, the press can stamp a larger, thicker footprint. "Before the acquisition of this press, we couldn't produce stampings of varying metal thickness. Now we are a one stop shop," explains Zeigler. His strategy is to service the current customers better and attract new customers. "I am confident that with the new high tonnage machine, our customers will save administrative time, lower their costs and reduce lead-time."

Some of Die-Tech's current customers have multiple programs and work with other metal stampers. Zeigler guarantees that if these customers consolidate their vendor base using Die-Tech, they will save time and money. "Logistically, it will be easier for our customers to place orders through one purchasing system," explains Zeigler, "and we take advantage of volume discounts to get a lower price for raw material. We then pass this savings to our customer."



Zeigler knows that lead-time is also critical. While customers want to save time and lower their costs, they also want quick turnaround. The days of being able to quote in weeks are gone. Quotes now must be in days and hours and customers hold manufacturers to those standards. He describes the results from their new material management program. "We have been able to reduce turnaround time by 85% and that is very appealing to customers."

Is investment in technology essential? No doubt about that in Zeigler's mind. "There was a segment of our market, he says, "that Die-Tech couldn't service because we didn't have the technology and capacity to stamp thicker metal. Because of our investment in bigger, heavier, tonnage presses, we can service more market segments." Which proves that to earn the competitive advantage, bigger can definitely be better.

Have projects that require more than a 30-ton press?
Call **1-888-89-STAMP** (1-888-897-8267) to speak with one
of our Business Development Engineers today.

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