

For people seriously committed to product and process improvement

Brief

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New Product Launch Announced

Die-Tech was founded as a manufacturer of precision metal stampings and for more than 32 years has been characterized in that market as innovative and solution driven. PK Dulong, Marketing Director, proudly discloses that the Company has leveraged their position by announcing a new product launch -- the Terminal Leadframe.

A Terminal Leadframe is a custom designed, plastic over-molded precision metal stamping that mates with an industry standard connector. Dulong describes over-molding in easily understood terms. "Stamped metal parts are placed in a mold which is then shot with a thermoplastic resin appropriate to the customer's application."

When asked how Die-Tech decided to develop this new product, Dulong revealed that it was one outcome from recent training called *Return on Innovation*, offered by MANTEC, Inc., a nonprofit resource for manufacturers in Pennsylvania. "During this six month course, we learned a systematic structure for developing new products," said Dulong. "We reviewed the importance of market studies and listening closely to our customers. During customer meetings we now ask what challenges they face in getting their products to market. Robust, but precision, stampings over-molded with plastic was an idea voiced by our customers in several interviews."

Die-Tech's partnership with York Imperial Plastics (*refer to 02/06 newsletter for details of this alliance*) has enabled Die-Tech to streamline the entire process from customer order to finished Terminal Leadframe product. Dulong describes the advantages, "By making a continuous reel metal leadframe and teaming it with plastic, we can eliminate one step of the process for the customer -- that of removing the metal carrier strips. Terminal Leadframes can also be molded with a locking device so they snap into larger housings thus reducing the need for fixturing on the customer's production line."

"The bottom line," adds Dulong, "is that the concepts learned and developed for the Terminal Leadframe enable Die-Tech to fast-track the product to production. This time-to-market advantage is key to our customer's ability to compete in today's global economy."

Do you use metal stampings that require plastic over-molding? How would reducing your new product development time affect your operations? Perhaps it is time to have a conversation with one of Die-Tech's Business Development Engineers.

Win a gift certificate! Send your ideas for Die-Tech product improvements and services to ideabox@die-tech.com and you will be entered in our quarterly drawing for a \$50 Amazon gift certificate.

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