

CASE STUDY - HydraForce

CLIENT: HydraForce

PROJECT: Streamline production using in die capabilities

DATES: June 2007 - present

Challenge: While doing a routine quote for HydraForce, our sales team rooted out a production weak spot that, once resolved, would bring \$.70 cents savings per part. Our sales engineer's design completely eliminated a secondary machining operation in the production of HydraForce's solenoid on/off valve by incorporating it into the die itself using a complex coining process.

The Illinois-based producer of hydraulic cartridge valves was bringing the part's production back from China, and found the prospect of an innovative cost cutting solution enticing. However, the die's design was unconventional and deemed impossibility by other shops.

Undeterred by skepticism, our sales team stood by their design, eventually persuading HydraForce to give it a chance.

Execution: Competitors told HydraForce that the money saved by combining the processes would be outweighed by the costs of maintaining the tool and the press. Our sales team, tool makers themselves, knew that the pressmen and maintenance tool men have the patience and the experience necessary to continuously tweak and nudge the die to a level of perfection.

"By making slight modifications to the geometry of the working parts of this die, the tool room was able to greatly reduce the force required, resulting in a better running die and reduced maintenance costs and press down time." said Matt Schemelin. Truly making this project a team effort.

Result: In three years the elimination of the separate machining process has saved HydraForce \$81,000. Their success with our experience and innovative production solutions has led them to send other 'problem projects' our way. In the end it is the combination and collaboration of our knowledgeable sales team, in house tooling, and experienced production crew that gives us the flexibility and the depth to tackle our customers' biggest problems.

