

Experienced Support Services Provider Saves OEM Moulder Millions of Euros Through Optimization of Tooling Design

A major mobile phone OEM that works with large Asian-based contract manufacturers has experienced problems from time to time during production ramp-up that are caused by unstable moulding processes and longer-than-necessary cycle times. When this occurs, the company enlists the services of **AST Technology GmbH**, which works with the client and its suppliers to resolve the issues. **AST's tooling design and moulding process optimization services** have saved this customer millions of euros.

The OEM's senior technology manager reports that AST experts respond quickly in providing assistance to resolve problems.

"They are providing support not only in optimizing the moulding process," says this manager, "but also in highlighting areas of the part design and tooling design and construction which have made significant improvements to part quality and cost." Levels of capacity and quality have improved along with cost-efficiency.



An AST technician works with an OEM moulding supplier to find ways of improving its workflow.

AST Technology specializes in comprehensive services that are tailored to support OEMs with production tooling needs. The company's service offering includes component design for manufacturing (DFM), standard tooling and engineering, moulding process optimization, and assessments and training.

For example, AST's DFM support for the process of design development involves the provision of DFM review services that comprise tooling and moulding equipment, product cost and capacity estimations, and custom

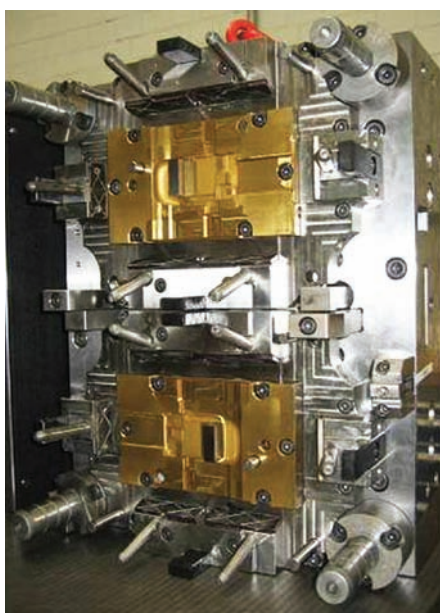
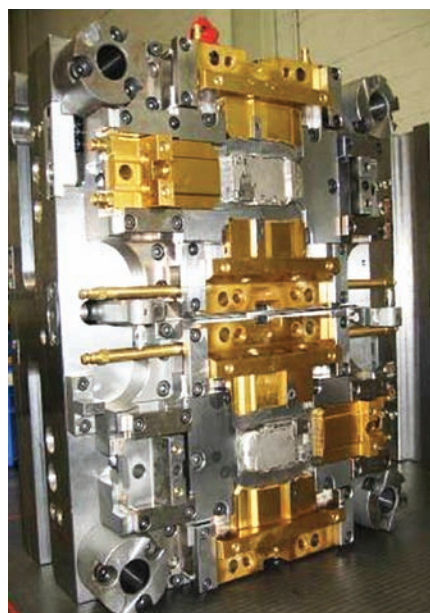
processes and templates. And its cycle time optimization (CTO) service is a standardized, systematic approach to delivering an optimized process for injection mould tooling. This is performed at the moulder's site, with a series of defined steps resulting in savings in cycle time and reductions in part defects and material consumption.

Andre Eichhorn, the general manager of AST Technology, explains that AST takes a fresh look at the client's unsatisfactory status quo and then applies a proven system to generate a more profitable process. The firm's techniques have been deployed both for new moulds under development and to resolve production and quality issues with existing components.

In the case of the mobile phone OEM, cycle time reductions of 10 to 40% for moulded parts were achieved with AST's help, equating to reductions in piece-part prices of 5 to 20%.

AST can play a large part in implementing customers' tool standards. Satisfied clients praise AST for applying value engineering and reengineering to achieve significant cost reduction and make the tool standard more sensible to produce; for maintaining and refining the CAD automation system and maturing the tool design system; and for simplifying the mould base solution to make reuse easier. The service provider also supports the client's supply base by assisting with application-related tooling solutions.

An OEM that cannot justify maintaining a full-time staff of experts in every area can access AST's expertise on an as-needed basis. The on-demand source can deliver significant benefits where they are most needed: in design for manufacturing, tooling optimization or process improvement.



Standardized and controlled tooling that resulted from AST's consultations with the OEM mould supplier.

AST Technology GmbH

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