

# ECHO PRESS

Alexandria, MN

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## **ALEXANDRIA NATIVE PARTICIPATES IN PRODUCT CUSTOMIZATION PANEL AT MECHANICAL ENGINEERING CONFERENCE**

Donnelly Custom Manufacturing manager and Alexandria native, Tim Stewart, shared his experience in short run manufacturing at this year's American Society of Mechanical Engineers Annual Congress and Exposition November 8 in Chicago. The panel discussion on product customization and economies of scope was scheduled as part of the design and manufacturing track.

"Short run injection molding is a key form of custom manufacturing," said Stewart, Donnelly's business development manager. "The common efficiencies of mass production are not realized on short run jobs so it takes a special skill set to be successful with such a process. While short run, custom work is cost prohibitive to most molders, Donnelly has embraced it and set the standard for how short run is done."

Stewart spoke about the role and importance of the engineering function throughout the supply chain in minimizing tooling and product costs during the devel-

opment stage. Design for manufacturability must be considered early in product development to drive out costs that are often a barrier to short run molding projects. Stewart explained that one of the biggest challenges occurs because in custom manufacturing, a mold will not produce a large enough quantity of parts to adequately spread costs out over the life of the mold.

Thus ingenuity, know how and rigorous evaluation are needed to make the right trade-offs to achieve the desired results.

Based in Alexandria, Donnelly's 230 employees are dedicated to setting the standards in the custom injection-molding marketplace for "How Short Run Is Done." The company's focus is on providing its OEM customers with value added engineering, and highly customized manufacturing and customer support services. A strong customer service orientation ensures outstanding customer satisfaction