

Q&A

Mold Maintenance for Revenue Generation



Pictured, from left to right, are Tom Caron, VP-Sales; Lester Jones, VP; Mark Morris, General Manager and Keith Katnis, Mold Maintenance Manager of AMBA member company Custom Mold & Design.

Question: *Where does a mold shop begin to determine if establishing a mold maintenance program is right for its operation?*

RW: There are several points to consider, starting with whether it fits into your company's business plan. Also, it's important to evaluate the local opportunity. How many current and potential customer facilities are located within a reasonable driving distance from your shop so that picking up and dropping off molds is manageable? Talk to your customers. Is there a need in your area? Evaluate your baseline capabilities.

Question: *What baseline capabilities are needed and why?*

RW: The most critical baseline capabilities that must be evaluated include personnel and skills. Do you have the staff available to dedicate to mold maintenance services? If you do, are those staff members trained according to standard industry best practices? Keep in mind that mold repair and mold maintenance are two different animals.

AMBA recently hosted a webinar titled "Turning Over the Maintenance Rock to Uncover a New Revenue Stream," co-presented by Randy Winton (RW) of ToolingDocs and AMBA member company Custom Mold & Design (a ToolingDocs Certified Maintenance Provider). The following Q&A forum addresses the topic of a mold maintenance program as a viable path to increasing revenue and developing new customers.

Question: *Why is mold maintenance a viable way for mold shops to increase revenues?*

RW: The current conditions within most molding facilities – and I've assessed many molding operations from all over – point to the fact that they are running very lean, even understaffed, and they do not have the proper equipment that would be required to run an in-house mold maintenance operation. Given that every molder's mantra is to efficiently produce quality parts on time, they have a vested interest in having a qualified vendor care for their molds so that they can meet or exceed their production goals.



The design, cleanliness, organization level and general working atmosphere of the shop where mold maintenance work will be done must be taken into consideration. It will help eliminate unnecessary steps and the frustration of hunting for the right tools to do the job.



To implement an effective mold maintenance program, it's important to have dedicated personnel available that are trained according to standard industry best practices. Here, students learn to systematically troubleshoot molds at the ToolingDocs Maintenance Center during a certification training class.

Mold repair is reactive, and at times performed for no charge, whereas mold maintenance is a proactive service – one that can be marketed as a value-added advantage to customers old and new that will help keep their molds running optimally and profitably.

Other baseline capabilities include shop equipment, shop rates (What will you charge?) and documentation practices. Does your shop have a comprehensive Electronic Maintenance Management System in place? You cannot run an effective mold maintenance program without a proper system to collect and use historical data as a tool to understand, discover, target and measure continuous improvement solutions through the run/repair cycle.

Question: *If a company decides to implement a mold maintenance program, how can it market this new service to customers?*

RW: Marketing is essential and can take the form of press releases, newsletter and magazine articles, email marketing, brochures and more. ToolingDocs' CMP program includes assistance with marketing to help launch the program and this incorporates assistance with initial sales calls. ■

Randy Winton is the global assessment and training manager for ToolingDocs. For more information about the Certified Maintenance Provider program, email Randy.Winton@ToolingDocs.com or call 419.281.0790.

There's A New Star On The Horizon

CUTTING EDGE SOLUTIONS

- Insert & solid carbide tools for conventional, high speed & hard milling. Inch and metric sizes 0.020" to 1 1/4" & 0.5 to 32 mm
- Ball nose, toroid, bull nose, square & back draft tools for virtually every milling application
- Cut cores, cavities & surfaces cleaner, smoother & faster

0 00 yan oad
 arren, 0
 el () - 0
 oll ree -
 ax () - 1
 info millstar.com
 www.millstar.com

MILLSTAR®

A Cole TOOLING SYSTEMS CO.