

Senger News & Focus

Senger and Associates, Inc.

www.senger-assoc.com

Winter 2000

Contour Plastics Delivers Record Turnaround

Contour's Mission: Quality Parts in Record Time

Contour Adds True Two-Shot Capability

Rapid turnaround is the primary thrust of everything Contour does. Whether its design, tooling, molded parts or assemblies, the mission is the same: quality parts in record time. Everything Contour has - their systems, procedures, facilities, automated equipment, even their people - supports this objective.



Contour made this mold—with four cams and blade ejection—with four week turnaround

Leading companies in almost every industry depend on Contour for reliable delivery of high-quality parts. They know that if time is short, Contour will be able to deliver their parts. Guided by an advanced capacity-planning program, Contour can rapidly respond to demanding deliveries, sometimes in less than one day! Contour even inventories most of the common resins and can maintain your mold to run at a moment's notice.

Contour primarily serves high-tech industries such as medical, communications, business machines and electronics, where quality cannot be compromised. Policy, procedures and work instructions are documented in accordance with ISO standards. Whether your needs are volume production or short-run rapid turnaround parts, you can be assured there is no degradation in quality.

Mold making is at the heart of building quality parts. Contour engineers have successfully taken on some of the most difficult challenges in mold design. They know what it takes to design and build steel molds in the shortest time possible without sacrificing quality. Contour is constantly testing and embracing new emerging technologies that will shorten their one to four-week promise even further.

DELIVERED IN 10 DAYS

Working from a 2-D drawing, Contour constructed a 3-dimensional CAD model, built a hardened tool steel mold, and injection molded the part to meet their customer's product introduction deadline in what they considered a "seemingly impossible time": 10 days. The fragile part, with a .007" breakable flash joint, called for a rather complex dedicated mold with a floating core-plate, buried slides and air ejection.

In October, Contour took delivery of its first true two-shot rotary platen molding machine. The 200-ton in-line barrel Nissei co-injection machine was selected for its versatility in adapting existing over-molding applications and the desire on Contour's part to extend this true two-shot technology to lower volume (10,000 EAU) projects.

True two-shot was a natural progression for Contour given their extensive (about 60% of existing sales) over-molding experience. In keeping with Contour's philosophy of "quality parts in record time" they will be exploring ways to cut the standard 20 week lead-time in two-shot tooling in half. One way to do this, already on the drawing board, is with a standard base and insert system. Their tooling supplier base and internal engineering expertise allows Contour to hit the ground running with this new technology.



The Nissei two-shot injection machine now available at Contour

Quality System Certification Progressing Steadily

March, 2001 is the scheduled completion date of Contour's ISO9000:2000 Quality System certification. Contour has selected a registrar, TUV, for its certification audit. TUV was selected for its industry-wide recognition and their reputation for thoroughness.

Just like everything Contour implements, the ISO certification is meant to be meaningful and to actually help to satisfy their customer's needs. At Contour, ISO will be a way of life, not just a buzzword.

Manufacturer's Reps Add Value

Many customers wonder about the difference between dealing with a manufacturer's representative agency, and a direct sales force, when purchasing for their companies. In fact, there are several advantages for you when you work with a manufacturer's rep--here are some of them.

Manufacturer's Reps Save Money for Everyone - Manufacturer's reps typically make far less than the typical direct sales agent makes annually. Manufacturers save money by using manufacturer's reps--a savings that is then passed on to the customer.

Manufacturer's Reps Provide Better Service - Typically, a direct sales force would only have one person serving a market area, whereas, rep agencies usually employ more than one agent. At Senger and Associates, you can almost always get in touch with someone who can help you, whether it is another rep or the office manager. Also, you will usually see your manufacturer's rep more frequently than you would a direct sales person because their territory isn't as big as that of a direct sales person's.

Manufacturer's Reps Provide Better Quality Products - The reputation of a manufacturer's rep depends on the quality of the manufacturer that they represent. At Senger and Associates, we represent only the top manufacturers in each chosen field.

Manufacturer's Reps Help in Negotiations - Because your manufacturer's rep usually has a very close working relationship with their customer, the rep oftentimes serves as a good conduit between the manufacturer and the customer. Sometimes it's a pricing issue, maybe it's a shipping issue. Either way, it's always to your benefit to have someone who is also working in your corner.

Manufacturer's Reps Provide Efficient Operations - Manufacturer's reps typically represent various products or processes. For example, though you might usually use Contour, our injection molder, Senger and Associates also represents several other processes that you might find yourself in need of at some point.

As you can see, manufacturer's reps offer an awful lot to you and your business. We are here for you, the customer, when you need us, however you need us. And we'll do it more efficiently.

Senger and Associates Plan Strategically

In late August, 2000, Senger and Associates, Inc. held their annual two-day strategic planning session. The meetings, held at Ruttger's Bay Lake Lodge in Deerwood, Minnesota, gave Steve, Teri and Mike Senger the opportunity to review the year's business and to plan for the future.

In the midst of the Northwoods, the Senger's reviewed past goals, set short and long-term goals, and reviewed territory performance. Several hours were spent on sales training, along with reviewing their principles and discussing industry standards and trends.



Mike (left), Teri (center) and Steve Senger (right)

Overall, it was a very successful meeting, full of information gained and information shared. The Senger's are very excited about meeting their goals, which includes giving you the best customer service available.

2000 Marks the first year in which Steve, Teri and Mike have carried on the legacy that their father, Larry, passed on to them. Larry retired at the end of 1999, and Steve has been named as the new President of Senger and Associates, Inc.

To Learn More

If you would like to learn more about Contour Plastics or any of the other lines the Sengers represent, contact Senger and Associates, Inc. at (651) 633-6040 or at www.senger-assoc.com.