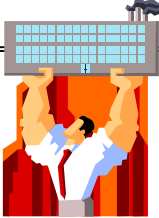


THE ENGINEER'S BRIEF

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LARGE OEM SOLVES OVERLAY MANUFACTURING PROCESS DILEMMA

The Problem

A large, Midwestern-manufacturing company was searching for a more efficient and cost effective way to create the overlays for one of their key products. The process they were utilizing was not only tremendously time-consuming, but also quite costly. In fact, die cutting, printing, assembly, and inspection were being performed at three separate facilities. This led to such problems as long lead times, too much scrap, higher freight costs, excessive labor, redundant operations and ultimately higher production costs. The Marketing department was also troubled with the inconsistent "look" of the finished product. Realizing that they had to resolve these issues, Senior Management decided to "re-think" the entire product overlay process in an attempt streamline operations and reduce costs.

The Solution

The company sought assistance from Visual Marking Systems, based in Twinsburg, Ohio; considered to be an expert in providing product identification solutions. The company learned that VMS would work closely with their product engineers to determine the ideal production processes and material specifications for their overlay application. The VMS Engineers helped them reexamine and reformulate the "critical criteria" for their product overlay. They identified and addressed several major specifications beginning with attaining special hard tooling for their unique tolerance requirements. VMS then developed two special gauges, which allowed them to insure exact tolerances for both die cutting and printing. In addition, VMS utilized their own state-of-the-art multi-color printing press, which provided an exact match with the existing product overlay

colors. Finally, VMS was able to provide complete product inspection and direct delivery to the primary manufacturing facility's assembly line, thus eliminating several steps in the process.

The Result

The company's Senior Management, Product Engineering, Purchasing and Marketing departments were all extremely pleased with the time and cost savings resulting from this new alliance with VMS. In addition, VMS provided assistance with the implementation of the new overlay into the company's existing product manufacturing process. This resulted in a rapid and smooth transition. Ultimately, by working with VMS, the company found a *complete turnkey solution* that accomplished all of the strategic objectives involved with this significant project.



VMS Corporation is a leading manufacturer of pressure sensitive markings including Overlays, Decals, Nameplates and Labels. If you wish to learn more about designing state-of-the-art product identification in a timely and cost effective manner, VMS offers a:

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Identification"**

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