

D-M-E Company

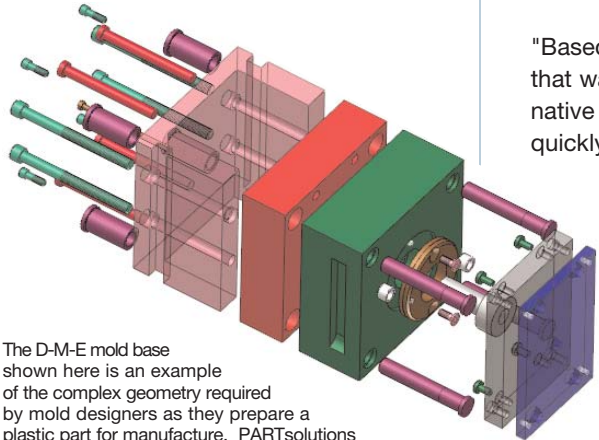
For six decades, D-M-E Company has been streamlining the manufacture of injection molds. In 1942, Detroit Mold Engineering (later to become D-M-E company) began to provide mold bases in standard sizes, ready for machining of the cavity and core. This innovation empowered the skilled moldmaker to practice his craft more efficiently and the concept of the standard mold base was born.

Today as part of D-M-E's online e-commerce presence, its web site offers its customers full 3D CAD models of D-M-E mold bases and components.

"Our approach is to provide all possible information to our customer so that they can make informed manufacturing decisions. PARTsolutions provides the tools that allow us to achieve that."

Larry Navarre

Director Business Development
D-M-E Company



The D-M-E mold base shown here is an example of the complex geometry required by mold designers as they prepare a plastic part for manufacture. PARTsolutions allows the plastics designer to focus on the value-added functions of molding his part, versus engineering the entire mold base assembly.

LEADING MOLD BASE COMPANY DRIVES CUSTOMER FOCUS WITH ONLINE CATALOGUE

D-M-E is focused on one thing - helping moldmakers, molders and mold designers produce better molded parts. D-M-E's product line encompasses mold bases, mold components, moldmaking equipment, hot runner systems and mold control systems.

"We have hundreds of small regional competitors but we're one of the few global players in this market. As such, we want to provide a breadth of product offering for anything that may attach to a plastic injection or die casting mold," said Larry Navarre, Director, Business Development for D-M-E.

A Long History of CAD Libraries

"Having a single point of access that's available worldwide to get all of our CAD geometry is important to us."

"We actually started more than fifteen (15) years ago creating libraries within five specific CAD systems. Then we built an IGES library. We soon realized this was a lot of work," explained Anthony Padalino, Manager Advanced Technologies for D-M-E. "We wanted to offload administration and have the people who are good at catalogues perform that function. So our next generation effort utilized a parts catalogue system offered by one of the major CAD vendors. Unfortunately, due to their allegiance to their own CAD product, they were unable and unwilling to provide data in native format for other systems. We have thousands of customers using every CAD system from Pro/ENGINEER®, to SolidWorks®, to Unigraphics®, and AutoCAD®. By selecting a couple we weren't meeting everyone's needs," noted Padalino.

The CAD specific solution was unsuccessful for D-M-E and many other companies. "The CAD vendor pulled the solution from the market in 2001," explained Padalino. Soon after D-M-E turned to PARTsolutions to provide their standard part platform.

"Based on the experiences of our earlier generation solutions we were looking for a partner that was focused on parts catalogues, could support our needs globally, deliver all leading native CAD and graphics formats and which could provide services to get us up and running quickly." They found all of these advantages and more with PARTsolutions.

A Flexible Partnership with PART Solutions

Bob Starr, Manager, Marketing Services for D-M-E, noted the flexibility of PARTsolutions' offerings and its value to D-M-E. "PARTsolutions provided D-M-E with the resources to jump start the development of our libraries. They offer a successful online presence for our parts, and PARTsolutions delivered an excellent CD for our customers that prefer to have a desktop solution. They also provided software tools, PARTdeveloper, to allow our people to continue to develop and maintain our library in-house."

66,000 Parts Available Globally

"We offer 66,000 items in the D-M-E global catalogue in 69 different 2D and 3D CAD & graphic formats - totaling more than 4.5 million available downloads," said Padalino. "We cover about 80% of our revenue generating items in our catalogue. We're continuing to add to the catalogue as time goes on."

- More than 4.5 million D-M-E downloads available
- 10X Increase in downloads with native format data
- CD and online presence increases customer access to data
- Reduced online parts library maintenance costs

Native Formats Increase Downloads by 10X

The power of providing data in native format via the web rapidly became clear to D-M-E. "With our previous vendor we were excited because we were getting hundreds of downloads per month. Once we released our PARTsolutions catalogue, we increased the number of downloads by ten fold. Today we average over 3,000 to 3,500 online complete mold base orders per month," Padalino said.

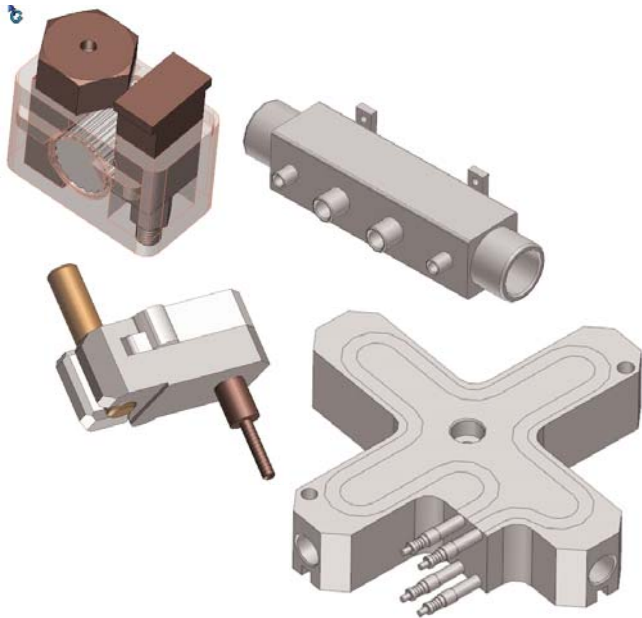
No Longer a "Dumb Solid"

"The parts that our customers receive from PARTsolutions are true native to the destination CAD system. It is an intelligent solid, not a "dumb" solid. That's important to our customer because it saves them time when importing data and it allows them to use D-M-E's data more effectively. PARTsolutions explained the value of this early in our relationship. Now we've validated it ourselves and it's clearly true," Padalino said.

Reduced Resources for Catalogue Support

In addition to serving customers with better data, the PARTsolutions catalogue has reduced a drain on internal resources.

"When we had our own CAD platform dependent system we had three or four people supporting the libraries full time for three or four CAD platforms. Now we have one person that basically develops and supports it on all 85 CAD and graphic formats.



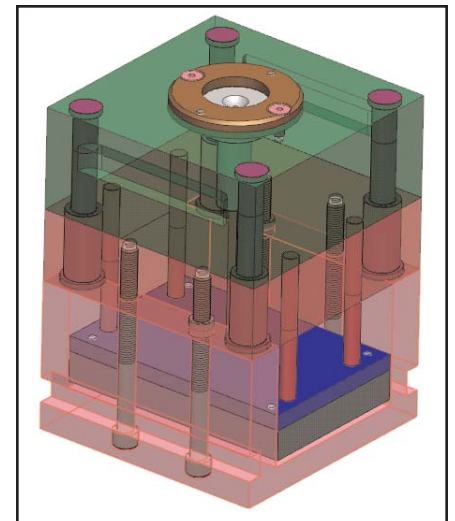
The D-M-E components above, including a slide retainer, an ejector, a hot runner system and a water manifold are examples of plastic mold base components available to D-M-E customers via PARTsolutions.

"This effort is customer driven. Customers really want access to our product CAD data without drawing it themselves. All of our customers design on CAD. And they're ready to accept our data. This is a value added service that our customers need."

Bob Starr
 Manager, Marketing Services
 D-M-E Company

"PARTsolutions' independence from a CAD company is important to us. We had a prior experience with a solution from a CAD company and they cancelled the program."

Anthony Padalino
 Manager, Advanced Technologies
 D-M-E Company



The mold base above shows the complexity of the assembly detail available to D-M-E customers via PARTsolutions. Accurate mold base models save time & money for D-M-E customers.



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