

MOLDBASE SUPPLIER EXPANDS VALUE ADDED STRATEGY THROUGH STRATEGIC PARTNERSHIP

PCS Company has been supplying quality tooling - pins, components and mold bases to injection molders for over forty years.

DIFFERENTIATION BASED ON VALUE ADDED SERVICE

"We distinguish our offering on the basis of quality, service and competitive price," explained Terry Oplinger Jr., General Manager for PCS. "The challenge is to always improve our value proposition. Customers are always expecting more and more and looking to pay less and less."

As part of their full service strategy, PCS began offering their customers access to CAD libraries of their products many years ago. Early libraries were 2D data distributed in AutoCAD format on floppies and later on CDs.

NEED 3D SOLID DATA

"Our customers are very much engineering driven so this was a natural. What we learned though is that 2D data wasn't very useful in the real world. Customers wanted 3D solid model data and they wanted it in the format native to their internal CAD system."

"In the tooling industry our customers create a tool that has multiple components. They need to be able to manipulate the components individually. To properly allow them to manipulate the entire mold base they need more than a "dumb solid" that gets transferred via IGES or a similar neutral format," Oplinger continued.

NEED MULTIPLE NATIVE FORMATS

"We received requests for many native formats - Pro/ENGINEER, SolidWorks, CATIA and others. The problem was that in order to provide a complete solution, we literally would have to create a dozen different libraries. We don't have internal resources for that -- and the cost to contract that out and manage it was not feasible," said Oplinger.

A FULL SERVICE PARTNER WITH A PROVEN STRATEGY

"In the latter half of 2001 we went looking for a partner. We wanted to improve our library offering while handing off the development and maintenance responsibility. We wanted a partner that could uncouple us from having to worry about engineering data for our customers - so that we could concentrate on our products and core business."

PCS found PARTsolutions, and after their first conversation Oplinger noticed a difference. "PARTsolutions had a proven strategy in place that was successful with other customers. They sat down with us directly to understand our needs and our business. Then they tailored a strategy that fit our budget and marketing approach."

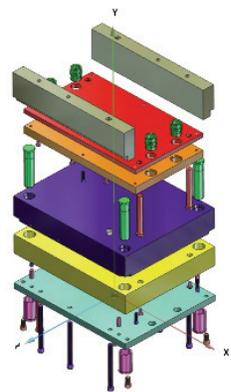
PCS COMPANY

A subsidiary of Federal Signal Corporation, PCS is recognized for their "Hardened Throughout PIN" and a complete line of high quality mold bases and mold components. The company, which has been supplying quality tooling to injection molding companies for over forty years, concentrates on delivering unique value to customers. PARTsolutions is a key player in this value strategy.

"PARTsolutions allows us to focus on what we do well - which is being a one stop shop for most of the needs of the tool maker. We rely on PARTsolutions to be our partner in delivering accurate, timely CAD data."

"What is key is that PARTsolutions is a solution partner. They knew what value we were looking for and that's what they brought to the table."

Terry Oplinger, Jr.
General Manager
PCS Company



The **PCS B-series mold base** above is available in PARTsolutions via the Web, as well as PARTsolutions enterprise applications.

- BUSINESS VALUE**
- 42,000+ file downloads per quarter
 - Reduced customer design time provides a clear link to revenues
 - Electronically push data on new product launches to customers

"Within months we had our library of 12,000 components available online via a link from our web site - and the library was in our customers' native CAD formats. Now we can make updates, changes and new products available to our customers with a simple phone call to PARTsolutions."

"We looked at this as a five year investment. We saved a significant amount of money by not doing this ourselves. That was a key factor in our choice," Oplinger summarized.

24x7 ON-LINE AVAILABILITY WITH LOW DISTRIBUTION COSTS

The PARTsolutions relationship not only reduces PCS' costs for value added services, it also generates revenues. "Our PARTsolutions partnership gave us the capability of having our library online and available to our customers 24x7."

42,000+ FILE DOWNLOADS PER QUARTER

"In the first quarter of its availability, without any promotion, we got 25,000 file downloads. That has slowly crept up as sales have crept up. Our on line activity has now climbed to over 42,000 file downloads per quarter," Oplinger offered.

"These downloads absolutely generate business for us. When a designer is building up a tool, they want to get done as quickly as they can. Going to a single source library and specifying PCS components into his tool becomes an important driver for sales. The engineer's design includes all of our products and the buyer buys according to the bill of material on the design. If the designer designs it as a one-stop shop and the buyer buys it as a one-stop shop, that definitely generates more business for us."

Oplinger described PCS' PARTsolutions marketing approach. "We watch the downloads very closely. We use the numbers in a variety of ways. We remind our sales staff that this is an invaluable tool to our customers. We tell our guys to remind all of their customers to get in on the act because it's going to save them money."

MAINTAINING A CLOSE LINK WITH CUSTOMERS

PCS also uses the data from PARTsolutions downloads to keep its name in front of customers. Rebecca Markel, marketing coordinator at PCS, is responsible for driving results from PARTsolutions. "The download data tells us who is active in our marketplace and who is using our products. I use the download data to roll out updates on changed products. When we have new products, we make a concerted effort to notify all of our customers," said Markel. "PARTsolutions has been an invaluable tool for us and our customers."

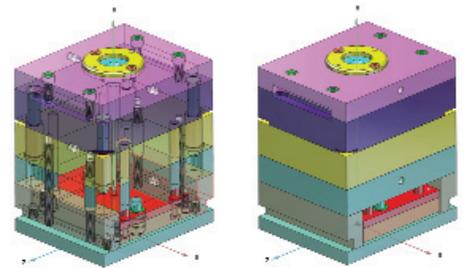
Oplinger summarized the status of PCS' win-win partnership with PARTsolutions. "PARTsolutions is always stepping up and making sure that any concerns we have get addressed quickly and efficiently. They make sure that the value is brought to the customer immediately. They understand they are here to promote PCS as a key component of our marketing mix."

"Our more complex products have very large configuration requirements. The nice thing is our customers can go right to the Web, select the configuration they want with the exact dimensions they need and get a rendering right there. That saves a tremendous amount of time for customers. When they're happy with the configuration, they download full, native design data."

"When we release a new product, many customers plead with us to offer the design data via the library as soon as possible. That is a clear indication to us that the library is valuable and it drives sales. No question about it."

"Rolling out this solution quickly gave us a good name with customers and showed them we're always trying to bring better ideas to the table."

Terry Oplinger, Jr.
General Manager
PCS Company



PCS Company uses PARTsolutions to help injection molders to select and apply its full line of pins, components and moldbases, like the Series A moldbase shown above. PCS delivered over 25,000 file downloads from its PARTsolutions Web catalogue in the first quarter of availability.



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