

E-shots Web-exclusive: Electroform's expanding expansion

By: Carl Kirkland

According to Wade Clark, president of precision moldmaker Electroform Co. Inc., he is creating a “show-me atmosphere” in his new equipment and facility expansions that will be “taking out the risk” for existing and prospective customers who might be concerned about his company's ability to deliver the goods.

A temporary 4,200-ft² technical center adjacent to the company's Rockford, IL, HQ should be completed this month. It's being built to advance its capabilities in sampling and multishot technology; in cycle-time-slashing mold cooling and proprietary tooling design techniques; and in insert molding and other value-adding technologies.

Meanwhile, plans call for a brand-new 30,000-ft² facility in Rockford that will house both Electroform's mold manufacturing operations and its tech center. It should be up and running by this time next year. But Clark says his company can't wait until its newer, bigger digs are done.

“The initial technical center is being constructed as a prototype facility to keep our forward momentum going. It will help us get the building design right and make sure we have all our processes and company structures in place before we embark on construction of the larger building,” says Clark.

Clark wants to stay on top of new technologies. He says that over the last few years the industry has been stagnant due to price pressures and a downturn in the economy. “Today, customers want to reduce liabilities and risk. We are reducing their risk by taking it upon ourselves and improving our customer's processes. We have demonstrated these new ideas work.”

It has invested a considerable amount to make such demonstrations, including capital investment into six presses for the new tech center. These include a 125-ton vertical rotary, one 150-ton and two 250-ton multishot machines, and a 100- and 300-ton horizontal.

“We've never been slow,” he says. “With proper planning we have been able to manage our growth and make major changes to the company without disruption. Our new facility will be one of the most high-tech manufacturing and design facilities in the U.S. We anticipate sales will double in the next three to four years.”

Electroform increased its sales by 60% in 2005 and by 30% in Q2 2006, according to Clark. For more information on the company, go to www.injectionmoldmaking.com.

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