

## E-shots Web-exclusive NPE highlight: The NPE 2006 checkered flag

By: Carl Kirkland

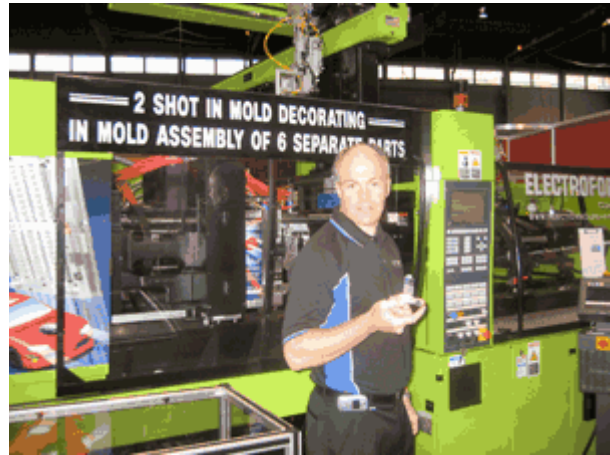
**M**oldmaker Electroform Co. Inc. of Rockford, IL ([www.injectionmoldmaking.com](http://www.injectionmoldmaking.com)) had the coolest high-tech display of any company in the molding business at the show. Electroform ran a two-shot Engel press equipped with its own proprietary, hydroelectric, fully interchangeable tooling system built for in-mold decorating and assembly. Fully automated, the cell produced fully finished NASCAR toy cars from six different parts.

"The entire concept was ours," says Wade Clark, president and CEO. "We developed the concept in one day, and it took us about two weeks to start the full part design. After prototyping, the build took us about seven weeks, the automation-four weeks. It took about 17 weeks to completion and three days to debug the system before the show started."

Clark says Electroform's new 3000-ft<sup>2</sup> moldbuilding facility should be up and running in Greenville, SC later this month. The company also has an engineering and sales office in Clearwater, FL.

"We've had a record year in sales. Over the last three years our sales have grown 125%. Electroform plans to expand by approximately 15,000-ft<sup>2</sup> in Rockford. "I'm having fun," he says. "We're already planning three years out for NPE 2009."

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Electroform president and CEO Wade Clark with his in-mold decorated and assembled NASCAR toy car