

Anderson Global

Engineering Solutions for Puzzling Foundry Problems

Why the Lowest Price May Not Always be the Lowest Cost Solution

by Mick North
AG CEO/President



Anderson Global

Engineering Solutions for Puzzling Foundry Problems

Why the lowest price may not always be the lowest cost solution

A discussion with Anderson Global CEO/President, Mick North

Anderson Global manufactures complex tooling for our Foundry customers. I believe that buying purely on price in the foundry tool world is potentially a significant mistake. I have been in manufacturing for over 30 years, and I have learned that the print or CAD model and all the additional specifications can NEVER fully define many of the intangible things needed to build a tool that works. In fact, many times we find that if we build the tool to the customer's design, it WILL NOT WORK.

Therefore, anyone buying complex, 3D shaped tooling is reliant on their tooling supplier to have the experience and knowledge to ask the customer the right questions to build tooling that works the first time at the required quality level. It is only by partnering with the right tooling supplier that you can achieve a lowest cost solution, and this is very different from the lowest price. If as a buyer of foundry tooling you competitively bid your own design and then buy on lowest price, I think you are missing a huge opportunity to achieve that lowest cost solution.

So, if you are buying based on lowest price vs. lowest cost, here is my suggestion. Let us review your design for manufacturability and therefore lowest cost. We have experience designing and building tools for many different customers, who use a wide variety of casting processes for multiple sectors of industry. This means we see a lot of different ways to achieve the end result, and we can bring these ideas and suggestions to your engineers in a way that allows us to collaboratively develop that best solution.

We can partner with your engineers to work towards an optimized solution that considers:

- Lowest scrap rate
- Longest tool life
- Highest material yield
- Shortest cycle time
- Reduced secondary operation cost

All of this takes resources and experience, which may at times mean that Anderson Global is NOT the lowest cost tool. However, it could well make us your lowest cost solution.

Let us review your project and give us a chance to tell you what opportunities you might be missing.



Mick North

Mick North
President & CEO

