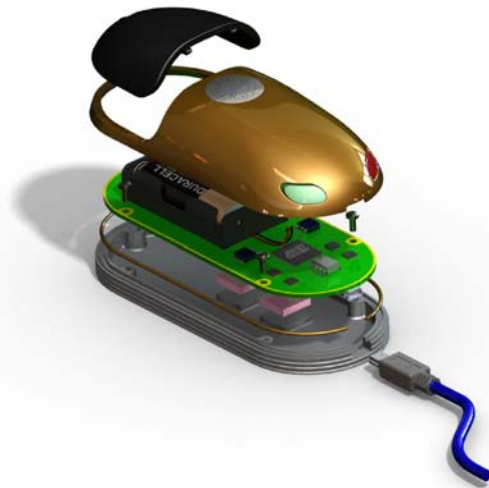


## Want to boost profits? Attack manufacturing costs!

Many designers are sensitive to cost during product development, but rarely is a design revisited once released to manufacture. What's almost always overlooked is that it is the *total cost* that is important and this is affected by many factors that vary over time.



We are all aware of rising costs for materials, utilities and fuel against a back-drop of reduced wage increases. Consider then, how off-shore manufacturing prices will be affected by increased transportation costs, exchange rate fluctuations and increasing labour rates. Prices are also acutely affected by manufacturing method which are influenced by volume projections which are rarely accurate over time. It then seems odd that most designs are not periodically reviewed

beyond initial release to manufacture. The bottom line is that where a particular concept design, manufacturing method and geographic location made sense once it may not now.

In a recent study of a high-end lighting product currently manufactured in Asia, Warley Design Solutions presented a client with two fully-costed redesign proposals: a “quick win” option with **26x** Return on Investment (ROI) in 1 year, and a more radical proposal for redesign returning **58x** ROI.

In the case of this particular product, not only did these results represent hundreds of thousands of pounds of savings per year, they also bring other less tangible but important benefits through reduced part count, reduced complexity, simplified supply chain and number of opportunities for defects.

Contact Jon Ackland via [www.warleydesign.co.uk](http://www.warleydesign.co.uk) for an assessment of opportunities to significantly reduce your product cost.