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Munro & Associates, a consulting engineering firm specializing in predictive design and manufacturing methods, today announced its strategic partnership with Dimensional Systems International Ltd. to expand the companies' product development service offering.

Through the partnership, Munro will augment its Design Profit software with DSI's dimensional engineering capabilities, while DSI will serve as a value added reseller of Munro's software.

"Munro's partnership with DSI provides both organizations the ability to offer a more comprehensive solution to customers' product development needs," said Dave Foreman, vice president of Design Profit Inc., Munro's software unit. "One of the key drivers to any product development program is cost. By incorporating DSI's dimensional engineering expertise into Munro's already successful Design Profit software, we're able to offer customers a more accurate evaluation of a product's downstream costs and overall quality."



Munro's Design Profit methodology captures, measures and predicts cost metrics for a proposed design at the product design stage, where 70 percent of manufacturing costs and rewards are determined. The predictive software enables engineers to make rapid trade-off decisions resulting in elegant, high-quality and profitable products. Integrating DSI's dimensional engineering expertise, especially in the area of geometric dimensioning and tolerancing, provides customers a more comprehensive costing forecast, as it determines the tolerance analysis of the proposed design.

Employing knowledge-based engineering methodologies to leverage the benefits of dimensional engineering, DSI's expertise is an integral part of product lifecycle management and addresses key challenges faced by product development and manufacturing companies. By integrating GD&T and tolerance analysis with the other systematic dimensional engineering functions, DSI helps manufacturers avoid the massive cost of warranty, scrap, rework and loss of customer satisfaction, as well as supports Munro's overall Design Profit methodology.

"DSI is excited to add our specific expertise to the already rich and comprehensive cost metrics leveraged by Munro," said Christopher Riordan, chief technology officer, DSI. "We look forward to working together to help our clients manage quality and cost more effectively."

Founded in 1988, Munro is a consulting engineering firm based in Troy with offices in Europe, Canada, Australia and Asia. The firm specializes in upfront, predictive methods to increase profitability by improving quality, reliability and value, while reducing total lifecycle costs. For more information, visit www.leadandesign.com.

Design Profit was started by Sandy Munro of Munro & Associates to develop, market and sell the Design Profit software, an analytical process that roots out waste and inefficiency in traditional product design by

reducing part count and simplifying assembly. The software positively affects an organization's entire business structure by uniting financial, executive, engineering and manufacturing departments with a strong cross-disciplinary business case for maximum profit, quality and value. Over the past two decades, the Design Profit methodology has saved clients more than nine billion dollars. For more information, visit: www.designprofit.com.

Holland-based Dimensional Systems International Ltd. (DSI) provides product development services, consulting services, technical training, software products and software implementation services to discrete manufacturing companies to support their dimensional engineering initiatives. DSI specialties include: geometric dimensioning and tolerancing; tolerance and variation analysis; quality planning services; inspection planning services; metrology and determination of inspection methods; check fixture & gage design – asset management; statistical process control and data analysis; and rapid prototyping – planning and execution.

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