



(Online)

June 14, 2012

### Munro Gets European Partnership With Paramex For Design Profit Software



TROY — Munro & Associates, a consulting engineering firm specializing in predictive design and manufacturing methods, announced that it has signed a platinum level distribution agreement with Paramex, a leading United Kingdom engineering products and services company.

This partnership enables Paramex to sell the complete Design Profit software platform exclusively in the U.K., as well as in other European markets on a non-exclusive basis.

“By offering the Design Profit platform through this partnership with Paramex, we now reach a

substantial market in the U.K. and across a broad and relevant range of customers,” said Dave Foreman, vice president of Design Profit Inc., Munro’s software unit. “This extended reach allows Munro to facilitate the rapid deployment of our solutions that provide manufacturers in all industries the ability to accurately predict and maximize profit, quality and value.”

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.

“Munro has built the proven Design Profit platform for its clients and we look forward to delivering significant solutions to product cost-aware enterprises,” said Bal Mattu, European sales director, Paramex. “This strong collaboration provides customers an enhanced ability to address both concept and in-production product design cost management issues.”

Founded in 1988, Munro & Associates 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. The Munro team delivers in-depth knowledge in product design, manufacturing, quality and technologies from a broad selection of industries. For more information, visit [www.leandesign.com](http://www.leandesign.com).

Design Profit Inc. 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. Over the past two decades, the Design Profit methodology has saved clients more than \$9 billion. For more information, visit [www.designprofit.com](http://www.designprofit.com).