



(Online)

October 23, 2012

Munro & Associates Demonstrates Next-Generation Manufacturing

Working to rev the engine for change in product development and manufacturing, Sandy Munro, CEO of Munro & Associates, Inc., demonstrated how a new analytical method of product development can optimize design and mitigate manufacturing risk at the American Manufacturing Strategies Summit (AMSS).

“The next-generation of product development and manufacturing has arrived and it requires non-traditional thinking and technology transfer initiatives for companies to be successful,” Munro said. “Companies that embrace this culture change will be the benefactors of high-quality, reliable parts and processes, while the others watch their competitive edge waste away in the current aggressive marketplace.”

“Today’s business climate demands new processes and thinking, such as the importance of modeling and mitigating manufacturing risk accurately and early in the design process,” Munro said. “The Munro Design System and the MAP3 software allows companies to boost their profit by eliminating guesswork from product development programs and gives right first time results.”

Munro’s MAP3 modeling software employs an executive oversight approach to design, cost, manufacturing direction, education and knowledge. The software helps customers optimize profit at the product design stage, where 70 percent of manufacturing costs and rewards are determined.

For additional information about the presentation or to learn more about how Munro has successfully helped companies in a variety of industries increase profitability, stop by the Munro booth (#56) during the summit.

Munro has helped some of the world’s top manufacturers implement cultural change and lean design. With more than 40 years of experience in designing, building and processing components, Munro’s dedicated focus on the tenets of lean design principles has helped manufacturers serving a variety of industries realize tremendous increases in profits and market share. Through his company, Munro & Associates, he has helped clients save more than \$9 billion, as well as save and/or create tens of thousands of jobs.

For more information, visit leandesign.com and designprofit.com.

###