

## NEWS RELEASE



### **Munro & Associates Announces European Partnership with Paramex on Design Profit® Software**

**TROY, Mich., June 12, 2012** – [Munro & Associates](#), a consulting engineering firm specializing in predictive design and manufacturing methods, announced today that it has signed a platinum level distribution agreement with Paramex, a leading U.K. 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, 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.”

#### **About Munro & Associates**

Founded in 1988, Munro & Associates Inc. is a world class consulting engineering firm based in Troy, Mich. 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.leadandesign.com](http://www.leadandesign.com).

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**About Design Profit, Inc.**

Design Profit, Inc. was started by Sandy Munro of Munro & Associates, Inc. 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](http://www.designprofit.com).

**Paramex Limited**

Paramex is one of the most forward-thinking, "out of the box" engineering service partners in the market today. The company specializes in consultancy and delivering cutting-edge technology through software, hardware, CAD support, training and project management to some of world's most prestigious OEMs and their tiered supplier base. The business has a unique offering and positions technology and consultancy alongside recruitment specialism. Paramex supply's services into the automotive, aerospace, motorsport, marine, rail, white/yellow goods and the defense industries with an emphasis on product cost management. Paramex's mission is simple: to be the best at what we do, delivering cost effective, innovative, cutting-edge solutions and, more importantly, keep our customers ahead of the game. For more information, visit: [www.paramex.com](http://www.paramex.com).

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