



## CASE HISTORY

# JAVELIN PLASTICS USES ACTIFY TO ENHANCE ITS COSTING AND QUOTATIONS

### **Actify's SpinFire Professional Increases Profitability at Javelin Plastics**

Javelin Plastics, specialists in the design and manufacture of injection mould tools, was established in 1983 as Javelin Tools, and progressed into plastic injection moulding two years later. In early 1997 they started production in their second site in Camberley, Surrey, and recently moved into a third site, bringing their total manufacturing area to 45,000 square feet. The Javelin group is a leader in the design of tooling and moulding of plastic components for a wide range of industries. One of their challenges is to remain competitive and responsive in an industry that has seen many companies go out of business recently.

Javelin Plastics provides cost effective quality mouldings, which are delivered on time from their 75 machines that run 24 hours a day, 7 days a week. From the highly complex to the straightforward, components can be molded in a variety of thermoplastic materials. Javelin Plastics has established a reputation for tackling difficult projects requiring special techniques including: 2 shot moulding, Insert moulding / outsert moulding, Post mould forming and machining, Ultrasonic

welding, and Pad printing (multicolour). The components they mould are ultimately used in a wide variety of industries including: Automotive, Electronics, Medical, Safety Equipment, Packaging, and White Goods. Javelin Plastics welcomes the opportunity of being involved at the component concept stage to help develop the design for tooling manufacture and 'mouldability'. They have the capacity to build every conceivable type of tool and the company culture is focused on low lead times and maximum quality of service.

A crucial part of Javelin Plastics' business is their ability to cost and quote jobs. In order to upgrade their costing and quotations and be more responsive to their customers' needs, several years ago Javelin Plastics went in search of technology that would help them improve this area of their business. At that time they were receiving drawings by mail, which was too slow to keep up with the pace of modern business and remain competitive.

According to Sue Pigden, information technology manager for Javelin Plastics, there were few alternatives available when they began their search for a product to help with their costing and quotation problem. Pigden said

**"There is no doubt that SpinFire has enabled us to prepare quotes with greater accuracy and significant time savings, with the associated profitability this brings. By shortening up the bid process and making it more accurate, Javelin Plastics has seen a very positive effect on its profitability."**

they had Mechanical Desktop from Autodesk, in house but that only allowed them to review files that had already been created. She also said there was free or shareware on the Internet but they had limited capabilities. To solve their costing and quotation problem Javelin Plastics turned to Actify Inc., the leader in client-server design visualization and collaboration solutions. According to Pigden, "To get a multi viewer like SpinFire Professional, Actify was the only answer."

"To get a multi viewer like SpinFire Professional, Actify was the only answer."

### **Actify SpinFire Professional - the Right Solution**

Prior to SpinFire, Javelin Plastics' quotes were based on the sort of calculations that can be made from known shapes e.g.: cylinders, cubes, cones, etc. plus a certain amount of 'finger in the air' estimations. Using Actify's SpinFire Professional, Javelin Plastics now has the capability to receive inquiries by e-mail. This allows them to immediately view the components and get dimensions and volumes necessary to do accurate quotes. SpinFire Professional is used for customer quotations by the costing department for the manufacturing of injection moulded plastic parts for the automotive, electronics, medical, safety equipment, packaging and white goods. The customers send their CAD 3D models or 2D

drawings, which have to be visualised, measured and analysed before Javelin can quote the customer.

The Javelin Plastics engineering department designs moulds, tools, and dies for customer parts and uses SpinFire Professional to share information and review their designs with the customer using Actify's secure and compressed .3D file format. They also use SpinFire Professional to verify, with manufacturing, the design, tooling and mould's manufacturability before going to prototyping.

### **Reduced Design Review Cycles by Factor of Two**

SpinFire Professional has made the bid process easier and more efficient. In addition, Javelin Plastics' technical director is now able to look at components and access materials from a technical point of view to see if a part can not only be manufactured, but to determine what materials might be most appropriate. This has reduced quotation time for a new customer part, as well as shortened turnaround time. In addition to replacing the manual quotation process to a more automated one, SpinFire Professional has improved supplier, customer communications through visualisation of design issues/problems, improved internal communications between engineering and manufacturing departments, and reduced the number of design/manufacturing review cycles by a factor of 2.

## **Javelin** plastics



Pigden also pointed out that SpinFire Professional has reduced IT costs by not having to have more than one CAD system in-house, it reduced the number of CAD systems they had in-house by two (Solidworks, UG), and that it's an easy-to-use intuitive product for the sporadic user. According to Pigden, "There is no doubt that SpinFire has enabled us to prepare quotes with greater accuracy and significant time savings, with the associated profitability this brings. By shortening up the bid process and making it more accurate, Javelin Plastics has seen a very positive effect on its profitability."



Actify, Inc.  
60 Spear Street, Suite 500  
San Francisco, CA 94105  
Phone: 415.227.3800  
Fax: 415.227.3802  
sales@actify.com  
www.actify.com