

Berger Gazette

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Points Of Interest

- Summer Weather Days Ahead
- Rapid Turn Team Forms
- Employee Longevity Equals Success
- Design Tips Sheet metal Vs Machined

Company Finds Success Through Employee Loyalty Program and Longevity

Long known for the high quality and customer service, another little known fact about Berger Manufacturing is the dedicated employees and the outstanding retention rates the company has with the staff.

Berger Manufacturing, established in 1974, has some employees with 25 years or more invested the San Jose based company. Once a precision sheet metal job shop, the added contract manufacturing side and an ESOP (Employee Stock Option) program have been widely successful in attracting and keeping good talent. Boasting an average of 12 years tenure among the employees, it is easy to see why this tight operation has managed to maintain quality and skill level over the decades.

2007 ANNIVERSARIES

25 YEARS- Mario Flores

20 YEARS - Bob Wims

15 YEARS-Walt Bagar - Somboon Inthanachack-

10 YEARS-Mary Faeth, Kevin Ho

5 YEARS-Sean Coffey, Harry Nguyen, Duc Phan, Daniel Zepeda

Local Sheet Metal House Announces Push for RAPID-TURNS

According to Silicon Valley Companies, Quick Turn Fabrication services are still in high demand here in Silicon Valley. Responding to this need is Silicon Valleys own Berger Manufacturing. The Berger sales force is locating additional demand for its specially designed service. According to Olivier Galgani, Customer Service Manager of Berger "We are trying to fill the demand and address the rapidly growing need of our clients to quickly produce and prove new concept products." The Berger team also provides quick-turn services for the established products that need an extraordinarily quick delivery date.

With available capacity offering new and trusted clients more options and flexibility, the sales forces announced an unprecedented goal of increasing Rapid-Turn work by 10% over previous months.

The process begins when the **Rapid-Turn** team analyzes engineering drawings for manufactura-



bility, then routes and manages the client's custom products to deliver the quickest, most accurate sheet metal products. The established goal is to aid NPI and manufacturing teams that need to produce an engineered product or instrument quickly, without the risk of sacrificing quality.

The experienced **Rapid-Turn** team has a proven track record of supporting project deadlines with high quality fabrication and assemblies for some of the biggest names in the Silicon Valley.

Design Tip - Sheetmetal vs. Machined

Based on a study performed a few years back, it was determined that Cold Rolled Steel (CRS) sheetmetal, though sometimes as costly for the single part, showed greater discounts for small and large volume orders than machined parts

Clients designing a new instrument or process tool find it important, if not mandatory, to keep in mind the future production costs. The very beginning of a new design effort is the best time to identify potential manufacturing methods, materials, and determine production costs, based on initial material selection and design parameters.

CRS sheetmetal fabricated components can be significantly lower in cost than a machined part at

higher volumes. The difference is not just with the CNC setup, but actually it is also a reduction in the raw material cost and processing efficiencies.

What was discovered by the study was that the price of the CRS component approached the actual material cost faster than a totally machined component. The conclusion: The sheetmetal version of the same part offers more cost savings as the project goes into production.

The table below illustrates the relative cost differences between the two methods of manufacturing for a part of the same function.

Qty	Machined	Sheet Metal
First Part	100%	100%
2 to 10	90%	80%
11 to 50	75%	45%
51 to 100	55%	30%
101+ with CNC tooling	30%	20%
Over 1K w/ Tooling	15% to 20%	5% to 15%