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# MetaLife NEWS ThermaLife



## Bottom Line Profits

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Volume #014-11-05

Badger Metal Tech, Inc.

November 2005

### Bottom Line ROI

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Badger Metal Brochures



Send us a casting to get a quote and call us anytime you have a question regarding tool life or extended performance issues.

The name of the game is to improve the bottom line. Foreign competition, (forecasted and warned about in our [Jan 2003](#) and [Sept 2002](#) Newsletters), from China and other cheap labor countries are closing down tool shops, die casters, and their customers in the US at an alarming rate. It is not going to get any better.

It is more important now than ever before in the history of the United States to protect your bottom line if your company is to survive in today's and tomorrow's predatory global markets.

For 22+ years Badger Metal Tech has processed 100,000+ dies and has been here to help - particularly the die casting industry. Corporate accounting or upper management sometimes sees only the added cost for our proprietary die surface treatments:

**MetaLife®** (micro-precision peening) and **ThermaLife®** (nitro-carburizing) surface treatments, not the benefits derived. These usually fall into 3 major areas some of which are intangible but definitely affect the bottom line and your profits.

**Downtime** - This cost can add up quickly and for the most part is an intangible. Think how much per hour it can cost you to have a machine shutdown just to remove solder buildup on a die insert or core pin/s.

[We can help in this area.](#)

**Scrap Rate** - Bad castings or parts have to be re-worked, scrapped, or re-melted and re-cast. The higher the scrap or re-work rate, the lower your profit. Consider the extra cost of removing heat check risers from castings.

[We can help in this area.](#)

**Die Cost** - By its nature, die casting is a destructive process. The longer the tool runs, the more likely that you will have problems with heat checking, cracking, breakage and needed weld repair. We all know how expensive repairing or replacing a die can be. When your tool life is shortened, this affects your piece price and profits.

[We can help in this area.](#)



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The sidebar states how our process has been helping tooling for the last 22+ years. This has been lab and field validated and is now recommended in the "soon to be released" NADCA 2006 revised [Care and Maintenance of Die Casting Die Manual and Checklist](#). - click on this link and then **search for "Dies" then "Maintenance"**.

Holding your mouse over each letter in the sidebar will pop up a text tip that links you to the specific page on our website when you click on the letter. By clicking on the blue button, you can download both our standard brochures and some of the tests that lab validate our processes.

Keep this as a handy reference when evaluating the true cost and savings of our preventative or proactive die maintenance surface treatments.

**We can help in these areas** to maintain or even increase the Bottom Line of your company which justifies the Return On Investment (ROI) that owners or managers need to see. We have pages of [testimonials](#) to this fact.

The Die Materials Committee is looking for a US die caster to participate in a new project involving laser cladding. Anyone?



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