

# Cardell Corporation — Off to a Fast start.

"We don't just **talk** quality, we **believe** in it." That's the way Bill McCardell, President, Cardell Corporation, Detroit, MI sums up his company's operating philosophy . . . and it shows.

The six year old company began with the purchase of a small business that did some stamping. Primary emphasis was then placed on:

1. Re-shaping the existing customer base.
2. Keying on engineering and quality.
3. Acquiring equipment that would provide quality and productivity in the tool room and the press room.

Business has increased 600% since that first year. Today, 90% of Cardell's business is direct to automotive and involves production of seat belt parts, electrical/electronic parts and small mechanical devices.

By 1982, Cardell had gotten a stamping job that was high volume and was well-suited to high speed. "In fact," says Bill McCardell, "we needed to run high speed to be competitive."

The Pulsar was fairly new on the market at that time, and Larry Terryn, Manufacturing Manager, explains why they chose to go with that machine. "We researched Pulsar and another builder's machine, The Pulsar had the bed size we needed without having to buy unneeded tonnage in the process, and we think the drop-away bolster feature is great. It allows us to service dies in the press which saves a great deal of

time. The Pulsar also had a low overall noise level, plus the die area enclosure helps reduce stamping noise."

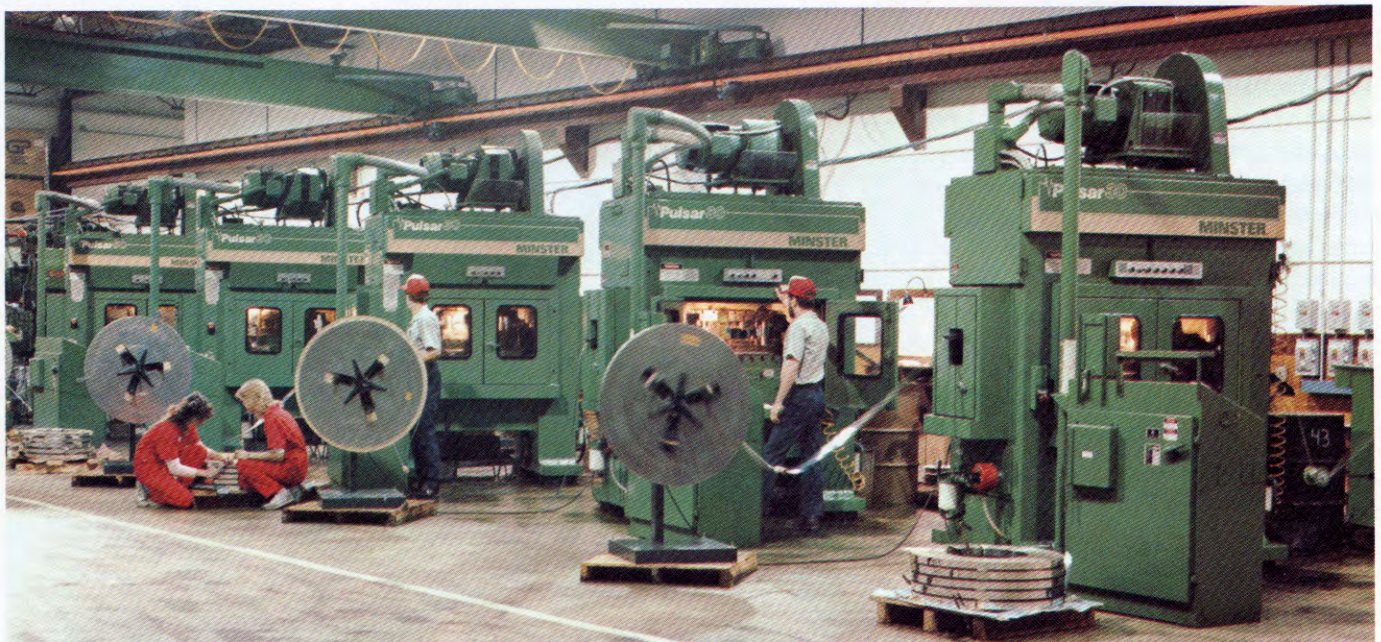
"The feed on the Pulsar is very easy for us to set up," adds McCardell. "Overall, it's a user-friendly machine. Dollar-for-dollar, we've decided that the Pulsar is the best machine for us."

Cardell had purchased their second Pulsar within a year of the first, and by 1985, three more were purchased.

In addition to the Pulsars, Cardell added a Minster P2-150 "Piece-Maker" in 1984. "We saw an opportunity for production of larger seat belt parts," says Bill McCardell, "but we knew that automakers were reducing the number of sources for parts and that those who were left would have to do more.

"We looked at the Minster P2 and at a competitor's machine. After reviewing the P2's specifications and design, we felt better sticking with a Minster. Our experience with the Pulsars was a positive influence on that decision."

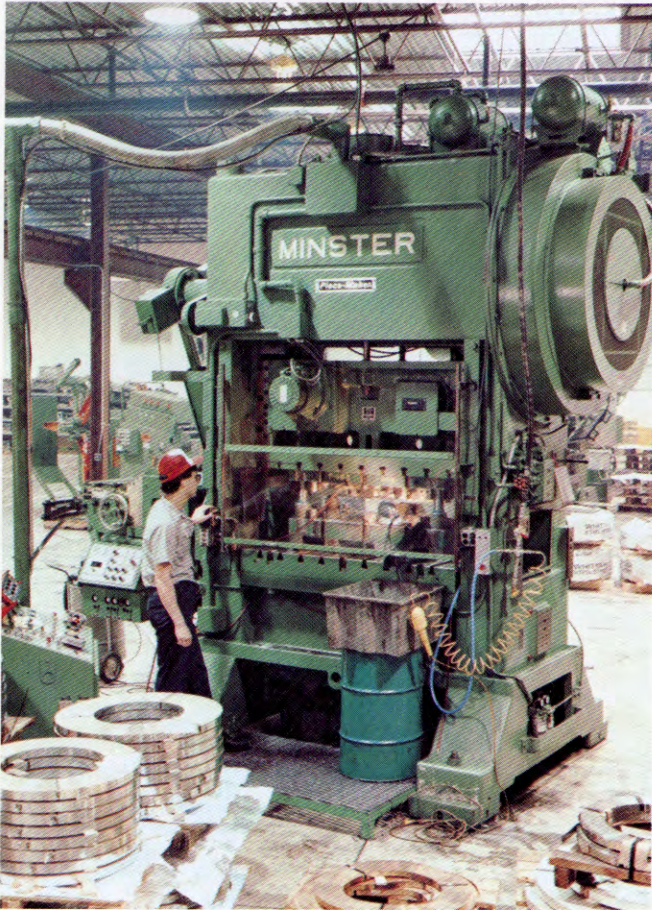
Cardell runs dies with cam operations in their Pulsars at up to 1100 strokes per minute. Many of the jobs run over 50 million parts per year and one requires 100 million. Each press is scheduled to produce 50 million parts per year per shift. Die design, building and maintenance is all handled by Cardell.



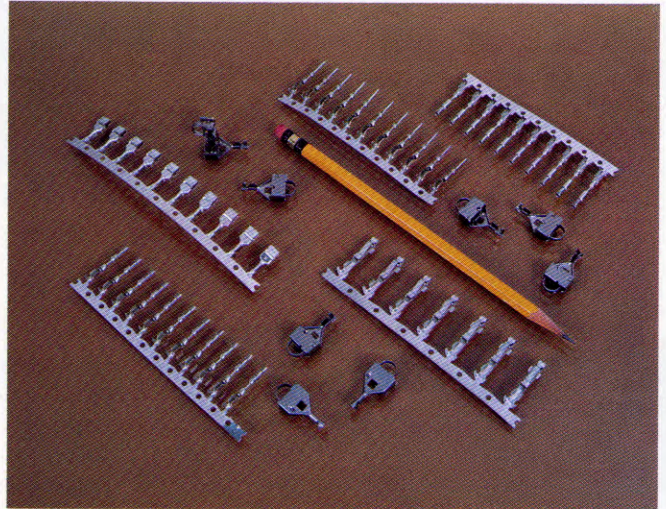
*Cardell produces hundreds of millions of parts on Pulsars at up to 1100 strokes per minute.*

When you're counting on this kind of production volume from your presses, it is important that they're not down for any length of time. "Service is important to us," says Bill McCardell. "We knew Minster had a good reputation for service capability, and it proved true. Any problems we've had have been resolved quickly, and if we've needed parts in a hurry, they've been on their way by air to us on the same day we asked for them. We don't have excess presses in our operation, so we can't afford downtime because of press problems."

"Our customers' demand for challenging stampings and higher quality continually increases. It takes a lot longer to correct mistakes than to be sure it is right the first time. We feel our Pulsars are an important part of making quality parts."



A 150-ton Minster P2 expanded Cardell's capability as an automotive stamper.



A Cardell specialty is electrical connectors such as these.



The 26,000 square foot Cardell plant and office enhance the image of quality.