

Brief

For people seriously committed to product and process improvement

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New Business Development Engineer to Support Terminal Leadframe Projects

Recently Die-Tech announced its newest product launch—the Terminal Leadframe. As part of this unveiling, Die-Tech has shifted Jim Riddle from his former role as Supply Chain Manager to a new role within the Corporation, that of New Business Development Engineer for the Terminal Leadframe.

Riddle explains that he will be the point of contact for customers with projects that require robust, reliable, precise metal stampings that may be exposed to harsh environments; such as those found in automotive, military, aerospace, or industrial controls applications. These unforgiving conditions are what the Terminal Leadframe model was created to address.

“For example,” Riddle said, “automobiles are more computerized each model year, and consequently they rely heavily on electronic parts. The Terminal Leadframe is a custom metal stamping that can be designed to mate with an industry standard connector. They would most often be found in automotive “black box” applications for electrical sensors that control braking, heat/air conditioning, fuel injection and similar systems. An added bonus for the customer whose application requires plastic over-molding is Die-Tech’s partnership with York Imperial Plastics which fast-tracks the product through prototype to production.”

When asked what he brings to the table for Die-Tech’s customers, Riddle sites his experience in the manufacturing environment including, but not limited to, equipment design,



production management and automation, along with supply chain management. In fact, most of Riddle’s career has been spent examining customers’ blueprints of part concepts and then making engineering recommendations for manufacturing. He was selected to handle the

Terminal Leadframe product line due to his understanding of the challenges faced by engineers, production managers, and procurement professionals alike.

Does your next venture demand a sturdy, specially made, precision metal stamping? Perhaps it is time to discuss your application with an engineer that understands the challenges you face every day. You can reach Jim Riddle by calling 717.938.6771.

Win a gift certificate! Send your ideas for Die-Tech product improvements and services to ideabox@die-tech.com and you will be entered in our quarterly drawing for a \$50 Amazon gift certificate.

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