



## Hedwin as Design Partner

As a project manager your role may require that you design or conceptualize a new container to work in conjunction with a particular piece of equipment, machinery, or operating system. Your responsibilities might also require you to select a design partner that can bring a container from concept stage to market introduction and beyond.

You'll want a design partner you and your company can trust and rely on: A partner who respects that trust and approaches each assignment with a creative design approach; a dedication to quality; along with care and concern for your budget and project timeline.

### **Why Hedwin should be your design partner of choice:**

We begin with an overview of Hedwin's commitment to our Quality Initiative; It is the starting point for everything we do.

At Hedwin we define Total Quality Management as a continuous improvement process focusing on the client. The goal: To meet and exceed the client's requirements at all times. A natural progression of our Quality Initiative was our commitment to secure ISO 9001 certification, which was accomplished in 1995. ISO 9001 certification—the most rigorous standard because it includes both design and manufacturing – is the foundation for tomorrow's quality successes at Hedwin. We believe ISO certification is mandatory for any company striving for excellence and a leadership role in our industry. Hedwin was, in fact, one of the first in the industrial packaging industry to achieve certification.

One of the most prominent, outward examples of Hedwin quality is the Advanced Quality Planning (AQP) System. It is also the system in which our clients have the greatest impact: The AQP's purpose is to initiate early involvement with the client, to understand thoroughly the client's needs, and for the client to understand Hedwin's capabilities. The client's participation is critical to the success of the project AQP. We encourage and seek out the contribution of client personnel who will encounter our products and services. AQP employs a systematic, cross-functional approach to projects, determining the best materials, tools, and processing methods to meet optimum product design, performance, and client requirements.

The final component of the Hedwin Quality Initiative: Value Engineering. A method in which design, manufacturing, and/or assembly procedures are continuously evaluated to reduce or eliminate cost with the goal of introducing opportunities for savings and productivity gains to the client.

Hedwin has core competencies and manufacturing resources in plastic processing methods that include Cube® Process; extrusion blow molding; vacuum thermoforming; thermoforming; injection molding; film extrusion and sheet extrusion. In our role as strategic partner to the client we believe it is imperative that we maintain open channels of communication; design and manufacturing expertise; and ongoing product support that enhances the competitiveness of our clients.

One of our definitions for success is the continued invitation from clients throughout an array of industries to participate in new business



and/or development projects. Hedwin believes that the leaders in our industry have a business philosophy, which extends beyond having the "cheapest price". The Hedwin-Client design partnership strives for economy without sacrifice to performance or safety.

While many of our competitors can be viewed within the framework of a commodity sales mind-set, Hedwin has determinedly pursued a course of establishing long-term, strategic partnering relationships with our clients. Whereas others continue to offer a handful of standard products with only slight aesthetic changes (i.e. – color options), or cookie-cutter solutions to customized applications, Hedwin consistently tackles the tougher demands of projects required by Customers seeking to establish a unique persona within their industry.

To that end, Hedwin continues to demonstrate a creativeness not often seen in the packaging industry. This creativity consistently leads Hedwin to new advancements in design, production, and distribution efficiencies.



### **Industry-Leading Expertise**

Our product development department includes a Technical Services staff, which operates a DOT third party test lab for development and compliance: We can provide your company with in-house performance packaging expertise.

Product development at Hedwin includes rapid prototyping and solid modeling capability along with proprietary plastic processing methods exclusive to Hedwin!

Our facilities are working non-stop on facets of our business that will reinforce your faith in us: Container performance and design enhancement testing, while our Total Quality Department personnel field customer audits; perform both internal quality audits and external supplier audits; systems and procedures reviews; and prepare company personnel for periodic ISO recertification.



Creating a strategic partnership with a client is one thing, maintaining that partnership over time and the course of current and future projects is the hallmark of our quality pledge to you. Key to that pledge is our commitment to great communication skills: You can readily communicate with your point of contact or the entirety of your cross-functional Hedwin design team via a multitude of communication channels, such as the Internet – now featuring our industry-exclusive Design Center technology, telephone and video-conferencing, as well as cross-functional team visits. All designed to bring your team into contact with our team on a continuous basis. Building a relationship and trust that lasts throughout the years.

### **Ten reasons to select Hedwin as your company's design partner:**

1. Hedwin helps a package designer or client design team reach the following objectives:
  - Design goals
  - Performance objectives
  - Cost/Value goals
  - Product differentiation
2. Teamwork: Consider the Hedwin design staff as an extension to the client's own internal cross-functional project team.
3. At Hedwin we believe communication is the hallmark of any successful project. We have dedicated ourselves to creating an environment that benefits the client through open channels of communication; the fostering of a team spirit and atmosphere; the accomplishments made possible through the successful creation of strategic partnership(s). Your cross-functional Hedwin team features a single point of contact for the client via your own personally assigned Hedwin Project Engineer.
4. "Fast-track™ Design Center" at Hedwin: Designed a piece of equipment or machinery that requires an integral container and needs to be brought to market quickly and efficiently? Need a design partner that's sensitive to your time-sensitive product needs? We can put your package design project on the fast track to completion. No premium, no hassle, just a reliable strategic partner reactive to your product marketing needs.
5. Hedwin delivers more than packaging design expertise. We deliver the parts that come before and after the package has been designed and made: Our technical expertise extends to the development of performance, compatibility and compliance criteria, and the establishment and carrying out of a package testing program. Hedwin: A full service package design partner.
6. Design projects can change over time. Choose a design partner who's flexible enough to change with the fluid demands of the application. The Cube® Process is a Hedwin



exclusive – but our design skills extend to a total of seven different plastic processing methods, including blow molding and thermoforming. Our core competencies are broad based and pliable to the changing needs of the client. With Hedwin as your design partner there's no need to change teams if or when the design parameters on a project change. With Hedwin on your team, you can maintain continuity regardless of whether the package design changes with time or market demand.

7. Hedwin: A design partner that respects your project timeline and budget. You're working on a deadline and a budget – so should your design partner.
  8. Hedwin has design success in a wide array of industries for over a half century. Leverage our experience and our extensive reservoir of project work in your team's strategic planning: Reduce costs. Reduce time to market.
  9. If you're going to make the package you should have a package designer who knows how to fill it. Hedwin package design comes in tandem with our in-house expertise on filling application engineering. Our staff of package design experts can compliment any project with expertise in filling your new packaging with optimum performance.
  10. In the future, the market for your product may reach millions. In the near term, however, test markets and beta testing require a much narrower market focus. We understand and will be an enthusiastic partner in the product development process. We don't set unrealistic minimum requirements that can stifle your company's prime initiative or cripple your project's budget.
- Package R & D is ongoing and constant at Hedwin. The economies of scale put us in a position to provide the client with a lower total cost solution, improving your profitability.
  - Hedwin R & D serves a broad base of prospective clients. Our fixed costs are spread out amongst various projects thereby reducing the risks that are inherent in a development project: An unforeseen project alteration or delay doesn't pose the same potentially devastating effect it might otherwise have on one project handled internally.
  - One of the greatest risks in project development is technological obsolescence. Products, services, and systems are changing at a rapid pace. Does a project warrant the large investment in capital expenditures and resource allocations? Outsourcing to Hedwin reduces the risk of technological obsolescence, reaching beyond core competencies and/or questionable risk/reward scenarios.
  - The cost of internal package development also involves the commitment of fixed costs to any given project. The client pays for that cost irrespective of usage. Outsourcing can greatly reduce fixed cost allotment.
  - Other outsource advantages include Hedwin's Total Quality and ISO commitment; ease of administration; and a single contact point for all facets of a package design project.

Finally – in certain exceptional cases – a machine or equipment designer may choose to utilize in-house resources to design a container/package application for a corresponding project. For companies, here's why you should consider outsourcing your next package development project to Hedwin:

The Hedwin Development Project: Providing the client with a total-cost solution and improved profitability. For more information on Hedwin as a Design Partner, or to learn more about our capabilities, please contact us at the following:

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