

LEVERAGE SCIENCE WITH OUTSOURCING

Innovate From Within | Focus on Competencies | Outsource Selectively

New York, NY - June 1, 2017: Most companies find excellent cost and quality controls through vertical integration, but it's impossible to do everything well. The best operational strategy is to focus on core competencies, and outsource selectively.

Innovation often happens in the fringe areas. This includes product ideas from employees outside of new product development (NPD) who have great ideas for improving current products or expanding into new areas. Some ideas can be readily book-shelved because of cost issues or strategy decisions the employee may not be aware of. But when the concept is envisioned by the head of R&D for a large instrumentation company in the Northeast, you can be assured that the proposal is technically feasible.

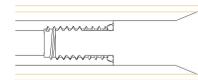


The scientist realized, though the current product line worked well for most customer applications, it lacked a product that would easily analyze a small, contained chemical sample. He sketched a concept to solve the problem, which included a spring loaded plunger. Now he needed a detailed design to prove out the concept and take it to manufacturing. That's when Kerelaw got the call.

Kerelaw, with engineering excellence and product development expertise, designed the new product features including a skirted plunger for reliable outer compartment seal and a fatigue-resistant compression spring design - critical details for long product life, comfortable ergonomic operation and high customer satisfaction.

CAD model and drawing designs were created and fully reviewed, including a full dimensional stack analysis to ensure the product would assembly and function as expected despite manufacturing variability. Kerelaw also managed the procurement and build of working prototypes. The company tested these and - SUCCESS! - the prototypes proved the design would work as expected.

With Kerelaw's support, the company leveraged science with outsourced engineering to deliver an innovative new product that maximized core competencies at every step. Not surprisingly, the company called Kerelaw for the next project.



The innovative skirted plunger design allows for robust compartment seal and enables the technology to work as envisioned.

How can Kerelaw bring your science to market?

Kerelaw Engineering

Based in New York City, Kerelaw Engineering provides Advanced Product Design and Development Services for the consumer, industrial and medical markets. For more information, contact Maureen Lincoln at (718) 994-7378 or visit www.kerelaw.com