Proper Prototype

"Why Prototype"

No matter who the customer is, they are always trying to cut cost and timing out of processes, product and labor without degrading the integrity of the product. Over the last decade the injection molding industry has witnessed Automotive and Consumer Products customers try to cut prototype out of their build/ development process, with no real or efficient success. "Nice Try", who wouldn't like to bypass a process and save time and money getting to the final product. bypass a process and go from Design straight into Production Tooling saving time and money. Now we do not want to get lost in a paradine shift and think that nothing will or needs to change, for we live in a time were change is constant, "If your not changing, you are dying".

New ideas are exciting, but they do need to be proved out and developed apprropriately. This is were a prototype is key in the design and development process which then leads to the final tooling and manufacturing phase.

What is Prototype?
A prototype is the first full-scale and usually funtional form of a new design.

Why Prototype?
There are a number of good reason's to prototype a new idea/design.

1) **Fail early and inexpensivley** - Real innovation always includes a risk of failure. By building a prototype, you can quickly weed out the approaches that don't work to focus on the ones that do.

2) **Gather more accurate requirements** - Almost half of all project costs are attributted to rework due to inadequate requirements. By developing a working prototype, you can demonstrate the functionality to help solidify requirements for the final design.

3) **Technically understand the problem** - By developing a functional prototype, you are forced to address both the foreseen and the unforeseen technical challenges of a devices design. Then, you can apply those solutions to a more elegant system design when you move elegant system design when you move to the final deployed solution.

4) **Resolve conflicts** - By taking advantage of a prototyping platform, you can quickly conduct several different implementations of the feature and benchmark the resulting performance to analyze the trade-offs of each approach. This can save time, but it also ensures that you make the correct design decisions

A prototype works as hard proof that an idea will or won't work.
Over the last 6 months, Proper Tooling Prototypes division has been working hand and hand with Otter Box, developing, tweeking, producing parts and doing the full assembly on over 1,100 prototype Fresh Box collapsible "Soft Cooler". It was a great project in many ways. It was profitable, it gave Proper the opportunity to get more engaged/experience with full assembly projects and we got the opportunity to build a relationships with another good customer, "Otter Box".