

# Proper tooling



Proper targeted this particular customer for almost a year prior to our nomination. After many rounds of quotes and meetings, it was our people and their expertise that made the difference and won us the project. They are a premier boutique lighting supplier, only disguised by their organizations name. With their lineage rooted in technology, their name reflects their patriarch's surname. This leads to a lot of confusion and strange looks when they are mentioned in our customer portfolio. This company has grown with its technology patents, with its first being a tiny portable can opener issued to soldiers in the Second World War.

Three generations later, J.W Speaker has become a high tech lighting supplier, with market segments in automotive, agricultural, marine, and even spacefaring rover vehicles. Their largest customer is Harley Davidson, which is located only a few minutes down the road from their manufacturing plant. It's their technology and agile nature that makes them the supplier of choice for premier vehicles like the McLaren P1.

All operations take place at the company's headquarters in Germantown Wisconsin, which consist of two mirrored facilities. Once location takes care of all their OEM based business, and their other location takes care of all their aftermarket applications.

J.W Speaker found alignment with Proper based on our leading edge technology and multi shot capability. Their R&D team has taken on their first multi shot inner lens for a new and upcoming premier luxury electric vehicle. Not having the history or equipment to manufacture this part, they were looking for a partner that could be captive to the development, design, tooling, and molding process. This afforded Proper the ability to exercise its, "One Proper" business approach and be that captive supplier. The program has been in design for several weeks now and we will be launching into the tooling phase come October of 2017. This is a big step for J.W Speaker, and they have selected the right supplier to move forward with and make this multi shot product a staple offering to all of their customers. We are looking at several new projects with J.W and extremely pleased to be on board with them.

**Chris Churilla**  
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Tooling