



Ten Questions to Ask when Choosing an Outsource Converter

Choosing a converting partner to help manufacture your products can be a difficult task.

Here are ten important questions to ask to make your decision easier.

QUESTION OVERVIEW:

1. Can the converter meet deadlines and deliver on their commitments?
2. Does the converter have a strong technological base?
3. Does the converter offer manufacturing redundancy?
4. Does the converter think in terms of value or price?
5. Does the converter provide best-in-class quality systems?
6. Does the converter listen and respond to you?
7. Does the converter add value?
8. Does the converter demonstrate continuous improvement and gain sharing?
9. Does the converter have best-in-class information systems?
10. Does the converter protect your intellectual property?

1. Can the converter meet deadlines and deliver on their commitments?

When you're developing category-defining products, getting them into the marketplace first can be the difference that secures market dominance. Your outsource converter should be responsive to your schedule, not hold you to theirs. They must be able to deliver materials on-time and in the quantities needed for successful product launches.

2. Does the converter have a strong technological base?

Your converter should be able to meet today's production challenges and have the capability to expand and upgrade technologies as your product line grows. They should have a deep bench of engineers capable of designing best-in-class manufacturing processes and the capital and industry knowledge to prototype and successfully implement those designs.

3. Does the converter offer manufacturing redundancy?

Your converter should have multiple facilities that can produce your product where it makes sense. This could be near your customers to reduce freight costs, or it could be near the parent material manufacturing plant to keep lead times low and to simplify logistics. Geographically diverse locations also provide built-in disaster recovery capacity, keeping you in production regardless of what happens.

4. Does the converter think in terms of value or price?

Some converters think that offering the lowest price is the way to win jobs. Your converter should think in terms of providing the largest end-to-end value by incorporating yield, freight, quality and information systems, procurement, and many other value-added services that will save you time and money over the long haul. And they should be able to demonstrate this in hard dollars.

5. Does the converter provide best-in-class quality systems?

In a world where being ISO 9001 certified is a given, your converter should carry the industry-specific standards important to your product, such as ISO 13495 for medical products and AS9100C for aerospace products. To build a strong shared focus on quality, they should be prepared to adopt your best practices and prepare detailed, rev-controlled material handling and inspection specifications that ensure end-to-end traceability.

About Web Industries

An employee-owned company, Web Industries provides product development, custom converting, and outsource manufacturing for the Consumer Product, Composites, Medical, and Wire & Cable markets.

An industry leader in flexible material converting for over 40 years, we also offer value-added services such as prototype-to-commercial scale production planning, proactive supply chain management, device assembly and packaging, and product life cycle cost management.

Constantly innovating to provide manufacturing solutions for a changing world, we have a long history of applying expertise and creative problem solving to speed time to market, drive down costs, and maximize the product success of our partners.

6. Does the converter listen and respond to you?

At the beginning of a project, your converter should listen to your goals and objectives and show that they understand the unique needs of your product. When production runs are moving fast, they need to return your calls and emails quickly and not leave you waiting on answers. During long-term projects, they should proactively schedule regular meetings to keep you informed and help you plan for the future.

7. Does the converter add value?

Your converter should offer a wide variety of roll-to-roll processes that can be customized to your specific needs and simplify your manufacturing process. These could include slitting and rewinding, spooling, printing, coating, laminating, die cutting, punching, and perfering. They should be able to source the substrates and packaging essential to managing a complex supply chain and to design and commercialize turnkey converting and assembly solutions.

8. Does the converter demonstrate continuous improvement and gainsharing?

Your converter should have a culture of continuous improvement and work with you and the other members of your supply chain to discover new efficiencies and reduce waste. These gains should be quantifiable in terms of productivity and quality gains, and everyone should share in the resulting savings.

9. Does the converter have best-in-class information systems?

Your converter should rely on information systems custom-designed for their processes, not canned off-the-shelf software. These systems must comply with quality standards, be impervious to unintended or malicious changes, provide lockable rev controls, ensure end-to-end traceability, and preserve your security and privacy.

10. Does the converter protect your intellectual property?

You must be able to trust your converter to protect your intellectual property from both overt and inadvertent security breaches. They should provide robust and redundant protection, both physical and electronic. CDAs are just a first step; you have to feel comfortable that they have taken all possible precautions to protect your IP.

Does your outsource converter have your best interests in mind, or are you just another customer to them? Contact Web Industries at **+1 508.573.7979** or **sales@webindustries.com** to discover how partnering with a innovative product development and contract manufacturing company can ensure success for your product.

