

THE RIGHT MOULD, **ALWAYS.**

aftermarket automotive

WINDOW FRAME

QUALITY & FUNCTIONALITY OPTIMISATION - COMPETITIVE PRICE

"We needed a final solution to remedy our growing complaint ratio. Thanks to Allimex, we found the right solution."

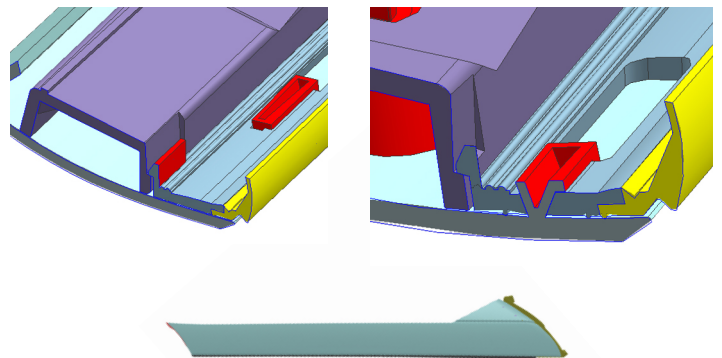


SOLUTION

It soon became clear that 1-on-1 replacement of parts (reverse engineering) would not suffice, despite the price advantage this offered. AIP then initiated a **redesign process** for the critical components of the car window frames. Starting with a **3D design** and moving on to a **prototype**, we tried to find the optimum alternatives. After **extensively testing** the functional advantages of the milled samples, we began **serial production**.

PROBLEM

- Car window frames frequently became dislodged, resulting in an **unacceptable complaint ratio** of 24% and **immense warranty costs**.
- In addition to these quality issues, the required parts were very expensive, and the customer did not receive **value for money**.
- Thorough analysis showed that the cause was a **design flaw** in both the original manufacturer parts and the aftermarket parts.
- **Missing fitting instructions** resulted in an inefficient and time-consuming installation process.



RESULT?

A happy customer, and not just because of the reduction in the cost of replacement parts. The redesign also resulted in a more efficient installation process.

- **50% time saved during the fitting process**
- **100% fewer complaints with regard to the assembly issue**
- **A more competitive market position**
- **Significant increase in end customer satisfaction**

*Would you like to know how AIP can help you improve your performance?
Don't hesitate to contact us at info@allimex.eu!*

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