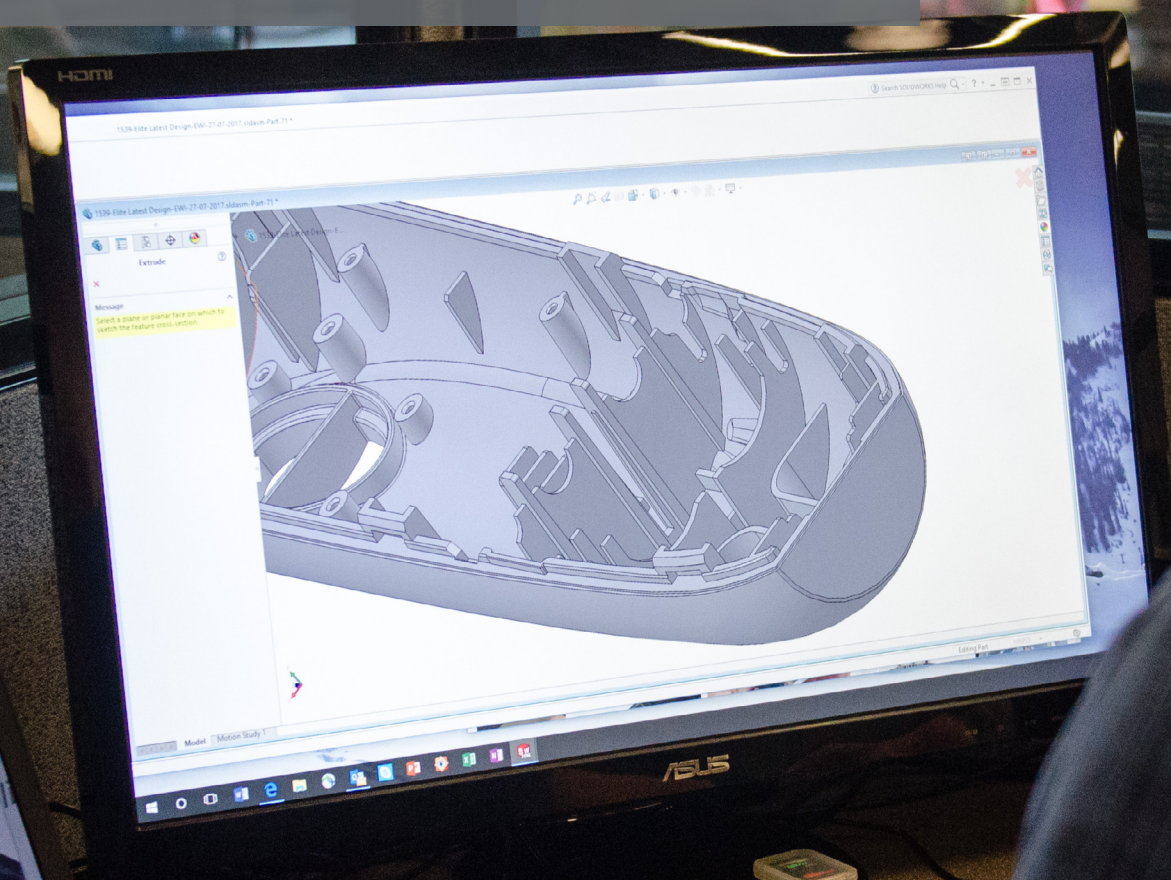




East West

FREE GUIDE

5 Things to Look for in a DFM Partner



You have an amazing product idea. It is gorgeous. It could be a major success. But can it be manufactured? All too often, we see brilliant ideas that simply can't be produced in an efficient or affordable way. This is where design for manufacturing comes into the picture. [Design for Manufacturing \(DFM\)](#) is the method of design for ease of manufacturing of the assortment of parts that will form the product after assembly. DFM is primarily concerned with reducing overall part production cost and minimizing the complexity of manufacturing operations. Below are five things you should look for in any prospective solution provider.

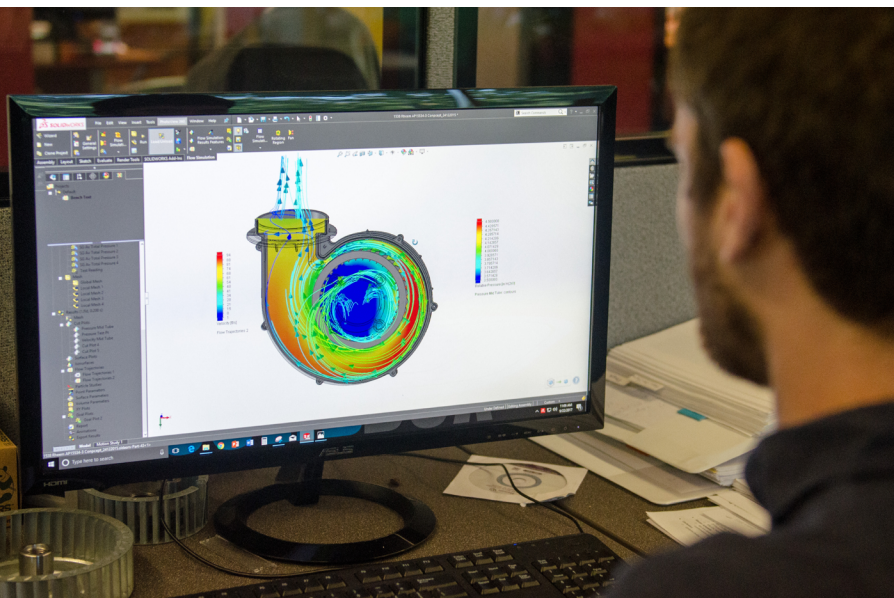
1. Capabilities that Align with Your Project

Obviously, you first need to make sure this prospective DFM partner actually has the capabilities and experience to handle your project. This includes having an excellent product design engineering team in place and experience making similar products of the quality level you're seeking. But taking their word for it isn't enough – be sure to visit their facility in person to vet their capabilities yourself.

2. Sophisticated Software

A great engineering team is a good start, but their expertise should be supplemented by advanced software, including systems for [flow simulation](#), FEA and tooling analysis. This allows your design to be subjected to real-world conditions rather than making assumptions about its performance. Choosing a solution provider without such software will be a regret in the long-run, as without its guidance your design cannot be adequately optimized for manufacturability.

An East West Engineer uses Computational Fluid Dynamics (CFD) Analysis to evaluate an assortment of variables through simulation.



3. Seasoned, Global Supply Chain

Your DFM partner should assist with more than just design services. To fully maximize opportunities and cost savings, they should be experts in strategic sourcing and [allowing the product to be manufactured in the best location](#), and have an extensive network of professionals within their supply chain. In addition to valuable know-how, this also expands your options for sourcing, manufacturing,

assembly, shipping and warehousing. Not only is supply chain breadth important – so is verticality, especially for critical areas like tooling.

4. Tailored Process

While a certain degree of structure and standardization is necessary, customization and flexibility within the process are equally important. The perfect DFM partner should cater to your unique needs and allow you to decide your level of involvement, whether that means going through the motions from start to finish or jumping in at various stages throughout the process. Ensuring your own engineering team works hand-in-hand with your DFM partner's engineering team is crucial. Collaboration should be a main focus to achieve success.



5. Company Culture and Accessibility

Just because a company is capable of designing your product for manufacturing doesn't mean they're the right fit. Consider their culture and values. Are they transparent and honest? Can you visit them, their facilities and their third-party partners? Will they pay you a visit to sort through the details in person? What really sets these guys apart from the next DFM provider? Dig into this! Hopefully you'll be starting a long-lasting partnership, so covering your bases on this front is a must before taking the plunge into a full-on DFM romance.

Whether you're looking for a company strictly offering DFM services or you're seeking a full-service supply chain partner, set the bar high. Make a list of what you're looking for and stick to it. Don't settle for less. There are experienced, professional, flexible companies out there just waiting for you to waltz their way.

East West Design Services team members collaborate on a new design project.