



“Blachford eliminated SKUs. Across product families the reduction of one SKU is a \$10k savings. Blachford eliminated 14 SKUs”

**-Noise Control Research Engineer**

**-\$140k**

Eliminated 14 SKUs

**-\$200k**

Engineer Expense

**Achieved**

Regulatory Compliance



# Construction Equipment Manufacturing

Revenue | \$54B  
Employees | 100,000

## BUSINESS ISSUES

- ✓ Project and protect the image of a premium brand
- ✓ Reduce TCO and continuously improve
- ✓ Meet regulatory requirements to support markets around the globe
- ✓ Successfully meet project deadlines with a small noise control research group

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## Why This Well Capitalized Manufacturer Uses Blachford's Engineering Expertise to Protect Their Brand

This esteemed company is one of the world's leading manufacturer of construction and mining equipment, diesel and gas engines and industrial gas turbines. With nearly 100 years of manufacturing experience, its product expertise is unsurpassed.

### Challenge



This company must ensure its equipment meets strict regulatory sound requirements – even when that equipment is an 1,100 ton excavator. But this company will do whatever it takes to meet customer needs and regulatory requirements because it is committed to outstanding product quality and strong customer relationships.

### Solution



Over the decades, Blachford has helped the company meet regulatory requirements throughout the world in addition to meeting specific customer needs. These achievements have been crucial to the company maintaining its reputation.

As a premium supplier, the company respects and values Blachford's technical competence and expertise in acoustics and material applications. Blachford is one of the only suppliers whose data the company trusts enough to use for compliance measurement without additional testing. This reduces cost and development time. The estimates cost of just one additional acoustics testing engineer including benefits, capable of this level of precision, is over \$100/hour (over \$200,000 annually).

Leveraging its' acoustic design expertise, while solving a particularly challenging time sensitive compliance issue, Blachford was able not only keep a multimillion-dollar mining product available for sale, but also eliminated 14 SKUs from the acoustics package, shaving \$140,000 annually off the total cost of ownership (TCO).

### Expected Annualized Benefits



- In an emergency helped retain account worth millions of dollars in sales of mining equipment by developing innovative, custom alternative to fiberglass part
- Reduced SKUs, lowering the TCO, producing annual savings of \$140,000
- Fractionally saved the need for an additional acoustic engineer at a cost with benefits of over \$200,000/yr.



"For our shareholders, we have to produce a product at the lowest cost, at the right level of quality, and sell it at the highest price we can. We look for suppliers who can help us do that. Blachford helps us do that."

- Global Procurement Manager