



"Noise is important to brand image. It is one of the top factors along with driveability and reliability. Acoustics - it's a 4 out of 5, it might even be a 5 in importance projecting the image, the brand and the quality that we want projected to the market."

-Design Engineer

Innovation

In-house testing capabilities

Precision

Masters of Quality award

Savings

Reduce SKUs and complexity

Truck Manufacturing

Revenue | \$4B
Employees | 20,000



BUSINESS ISSUES

- ✓ Achieve best-in-class sound levels
- ✓ Fill niches in required acoustic and thermal materials
- ✓ Meet the specifications directly with exact manufacturing capabilities
- ✓ Meet customer expectations for acoustic and thermal materials for safety and comfort

✉ sales@blachfordinc.com

How This Truck Manufacturer Innovated Driving Safety and Comfort Without Additional Payroll Expense

The leading heavy-duty truck manufacturer in North America produces and markets commercial vehicles under three different nameplates. These vehicles furnish trucking services for freight in municipal areas throughout the United States.

It represents a division of a multinational automotive corporation recognized globally as one of the world's leading commercial vehicle manufacturer with a brand synonymous with precision and quality.

Challenge



Reduce the sound issues in different trucks leveraging testing to meet best-in-class acoustics. Maintain costs while customizing and manufacturing materials to fill niche acoustics needs. Assure premium brand customer acoustics, safety and comfort expectations are met. Control manufacturing and material density to meet precise specifications. Maintain quality performance to customer at all times.

Solution



Provided acoustics expertise through knowledge sharing, onsite testing and access to the Blachford in-house acoustics lab which reduced the sound, thermal and insulation issues of specific vehicle types.

Annualized Results



- Provided 1.5DB reduction achieving best-in-class sound levels, at low TCO price point
- Fulfilled customer needs expectations for leveraging acoustic and thermal materials for both driving safety and comfort
- Fill niches with innovative solutions achieving acoustic and thermal material excellence
- Masters of Quality award is proof of quality, low total cost of ownership, and reliable, flawless performance



"When a company does a spec, boundary conditions like humidity that day, temperature, that all matters. ASPM national or international spec. We try to verify where we can, but we don't even have the equipment they have. We trust their specifications. Blachford brings innovative ideas, processes, materials and offerings we value."

- Design Engineer