

Getting Started - Needs Assessment and Initial Evaluation

Our current and prospective customers communicate with us about their new opportunities and challenges that may be solved with ultrasonic laminating through a multitude of channels. Whether by telephone, email, or several paths available on our website, please use whatever means you find most comfortable to begin the dialogue.

Every qualified inquiry we receive launches creation of a Needs Assessment. We view the Needs Assessment not as a document, but as an ongoing process that evolves over time to define and support a laminating program as completely as possible. It is the foundation of the “voice of the customer” for us. Even if we are working on several programs at once with a customer, each opportunity has its own unique Needs Assessment that is assigned a specific tracking number.

It is important that we receive as much information as possible in as much detail as possible about your program early in the discussions. As time goes on and the program progresses, more layers and details of information are needed to move through the development stages to achieve an optimized laminating program.

When a customer first approaches us about a program, we normally conduct an Initial Evaluation to determine if ultrasonic bonding is an appropriate laminating technology. Working collaboratively with you, we learn about the end use application, the specific raw materials involved, and other information that may help us make that determination. It is always helpful to have small samples of each of the materials involved and a sample of the laminate itself if available.

Customers will often send us engineering drawings, images, and other data via email. We also draw upon our historical experiences over 30 plus years with various laminating programs. Often we can identify “comparable” laminates that we have produced in the past to understand any challenges that might be faced.

Our recommendation after this initial evaluation is completed would be either to move to a hand trial or to stop any further work in cases where ultrasonic bonding would not work for your laminate. Occasionally we may recommend moving directly to a roll trial. This can happen when the materials involved have been ultrasonically bonded successfully in the past and the potential for success is assessed to be high.

In most cases, it is during these early discussions where we will execute a Mutual Non-Disclosure Agreement with the customer or prospect either to cover a specific laminating program or to cover all programs that might be discussed.

Call 518-842-0073 x 615

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