

Value Engineering of thermal printer

Product / Project	Value Engineering of thermal printer
Objective	To reduce the material cost / direct labor cost of existing TPM 80 thermal printer with dual feeder unit, through value engineering activities by 25%
Customer Inputs	<ul style="list-style-type: none"> ▪ Existing product samples, CAD models, ▪ Existing product BOM, current item-level cost ▪ Details of functions of each elements of the product for Value analysis ▪ Product sales quantity per annum for ROI calculation ▪ Information about relevant standards, cost parameters etc.
Challenges	<ul style="list-style-type: none"> ▪ Redesign of elements from cost-reduction point of view ▪ Redesign of parts considering minimum impact on existing Tooling ▪ New concepts meeting Cost requirements and functional requirements, within schedule ▪ New concepts meeting requirements of all product portfolio, field replacement requirements and ROI considerations.
Our Approach	<ul style="list-style-type: none"> ▪ VOC, QFD to capture and prioritize customer requirements ▪ Understanding the product (Function & Features) ▪ Generation of concepts and concept selection with Pugh matrix ▪ Cost analysis and cost savings estimation ▪ 3D modeling, detailing and design reviews ▪ Design calculations ▪ Review and update of designs and drawings
Benefits	<ul style="list-style-type: none"> ▪ Reduced cost of the product to the customer ▪ Reduced inventory cost to the customer ▪ Customer can implement the ideas in other products of the family