

Dotson Dispatch

Competing in a World Market



Dotson Capabilities:

- Gray Iron
- Ductile Iron
- Austempered Ductile Iron
- Carbide ADI
- 1 to 75 Pounds
- Machining
- Painting
- Plating
- Assembly

World Market Competition

Two years ago The Dotson Company lost 20 casting part numbers (just over \$500,000) to foreign competition (Taiwan). We had been making these ductile iron parts for many years. Our casting piece price was very competitive with the world market price for these parts. But, we still lost the work because when our customer's internal machining costs were added, the total domestic price was higher than the total imported price.

Our challenge was (and is) how to compete in the world market. The simple answer is to expand our value added capabilities so that our customers are looking at us as more than just a foundry.

In this specific case, the only way to get the work back from Taiwan was to increase the value added services that we supplied to our customer. We did exactly this by working with our machining partner, Winegar Inc.

Today, the 20 parts are once again produced in our foundry. However, our customer is now receiving a completed part that includes:

- Ductile iron casting
- Machining
- Induction hardening
- Assembly (up to 20 components)
- Balancing
- Labeling & packaging
- Inventory management
- Drop shipping to 17 locations including Canada and Mexico



Broaching Lines



Jed Falgren (Dotson Manufacturing VP) and Buddy Root (Winegar Director of Engineering) in the CNC grinding area



Balancing Equipment



Representative samples of the fully assembled finished parts

This initial loss of business at Dotson has turned into a great win-win situation. Dotson is once again producing the castings and sales to our customer on this line (with the value added services) is now four times what it was when the work was moved to Taiwan.

The customer wins with world pricing, a reduced vendor base, a domestic source and a partner with 125 years in the supplier business.

If this type of advanced value added sourcing would be a benefit for your company, please visit with your Dotson account manager.



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NORTH CAROLINA



CELEBRATES THE "FIRST FLIGHT"

Statehood Date: November 21, 1789
Motto: "To Be Rather Than Seem"
State Capital: Raleigh
Nickname: The Tarheel State
Flower: Dogwood
Tree: Southern Pine
Bird: Cardinal
Population: 8,049,313

The North Carolina quarter commemorates the historic feat that took place on December 17, 1903, at Kitty Hawk, North Carolina with the first successful flight of a heavier-than-air, self propelled flying machine. Called the Flyer, the craft traveled a distance of approximately 120' on its first flight and soared even further as one of the most significant human achievements in history.

An alternate design concept suggested included Cape Hatteras Lighthouse showing a dune and sea gulls superimposed over the state outline.

12th in a Series of 50
Dotson
COMPANY, INC.
Mankato, MN 56002-1270
Iron Castings & Machining
www.dotson.com

DENVER MINT

PHILADELPHIA MINT

