



Dear Sir,

**Persico S.p.A.** has been making cast **aluminium molds** for rotational molding since 1976. In 2001, in order to accommodate tighter tolerances, shorter lead times and provide a higher quality mold they began to develop their capability to produce machined molds using **CNC equipment**. The success of this endeavour has led to the growth of the CNC process within Persico to the point where 2008 saw 65% of their production consisting of machined molds.

Based on this success, primarily with European customers, they decided to expand their market by more actively promoting this capability in the **USA** where the demand for CNC tooling and quick turnaround is critical.

In order to facilitate superior customer service Persico will locate **a new sales manager in Ohio** to allow for increased availability to the customers and enhanced customer support.

**Mr Sergio Zilioli** began his career at Persico in 1997 as a toolmaker in the Automotive Division, after about 2 years he was assigned the task of sales assistant for Italy, in 2001 he joined the Rotational Division as foreign sales manager, responsible for North and East Europe areas, Germany and the rest of the world.

His new assignment, beginning in **January 2009**, will be to expand the customer base within the United States based on Persico's ability to deliver high quality molds rapidly.

"We have already delivered CNC molds that are exceeding the expectations of some forward looking molders in America. Given this early success in the US and the results obtained in Europe over the past few years we are confident that the entire U.S. rotomolding community can benefit from our experience with this new technology. The most difficult step is obviously the first stage, education, where the molder needs to learn the advantages available from CNC molds in general and Persico's unique position as the leader in CNC rotomolds.

"High quality molds and incredibly short lead times may be just the competitive advantage needed to give you a competitive advantage in these difficult economic times." Says Sergio Zilioli – Persico S.p.A.

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#### **Market Approach:**

1. Locate a sales engineer in the US in order to facilitate communication and afford more regular face to face visits with customers.
2. Establish a stateside base for the production of molds in the U.S., thus eliminating the currency exchange issues and reducing shipping time and costs.
3. Find the right partner that can meet our demanding specifications so that we can confidently provide outstanding molds made in the USA

*Please have a look to the Brochure enclosed to have an impression about the advantages of CNC molds*

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## THE ADVANTAGES OF CNC MOLDS

### - Dimensional tolerance

Machining the parts of the mold directly from aluminium blocks allows us to provide dimensional accuracy and tolerances previously unimaginable through cast molds.

For cast molds tolerance is  $\pm 0.5\%$ , but now, with the CNC molds, we are no longer talking about percentages of an overall dimension, tolerances are of  $\pm 0.2\text{mm}$  regardless of the size of the mold, thus ensuring excellent results even on large molds.

### - Timing

By skipping the model / foundry phase and getting the components by direct milling, the process is more streamlined without downtimes.

Once the machining is finished the mold is 70% complete since the milled components already incorporate the internal profile of the mold as well as the coupling flanges and parting lines. Assembly is rapid because all mating surfaces have been machined to fit. The more complex the mold the greater this advantage.

Surface finishing is far easier than with a cast mold because the initial surface is far superior., the excellent surface produced by the machine allows to start polishing by an advanced level compared to the casting, further reducing the timing.



"Sergio Zilioli next to a 5 pieces cnc mold"

### - Aluminium Quality

The process of manufacturing aluminium blocks used for milling is completely different from casting in the sand, therefore one can be confident that the mold will be free from voids and porosity.

In cast aluminium it is impossible to completely eliminate the porosity, over the years we have improved our casting ability to minimize this defect but we can never match the quality of a machined surface which could be critical in situations such as the need for a polished mirror finish.

### - Costs

One of the biggest obstacles to be overcome is the perception that CNC molds are always the most expensive option.

On small parts, such as air ducts and filter boxes, it is not even close, the CNC mold is always the winner.

On parts of medium size, the complexity of the details begins to play a decisive role. For example a motorcycle tank is often characterized by a specific shape that requires a multi piece tool with complex flanges and parting lines to ensure optimum aesthetics. Here a CNC tool can provide tight assembly joints and sharp parting lines which minimize witness lines on the finished part.

On large items like kayaks, catamarans and boats, the CNC mold offers completely different features from a cast mold, for example, the quality of details and forms, the dimensional tolerance, perfect symmetry of the hull and the possibility to get surface finishes beyond the reach of cast molds.

### - Maintenance

A CNC mold has a longer average "life" thanks to the quality of the aluminium. Typically, the aluminium for casting is softer and therefore much more susceptible to scratches and damage.

For this reason we feel that even if a milled mold may have a higher initial cost compared to a cast one, over time this difference is easily overcome thanks to a reduced maintenance issues.