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## FOR IMMEDIATE RELEASE

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## **TRI-C Design's New 'Automation Services' Streamlines PCB and Flex Circuit Tooling**

New capability is like having a programmer in-house

NORTHFIELD, Minn. – July 31, 2002 – Answering the electronic manufacturing industry's need for fast-turn, accurate tooling, TRI-C Design, Inc.(tri-cdesign.com) is introducing software services to automate the flexible circuit and printed circuit board (PCB) tooling process. Called, Automation Services, it streamlines Infinite Graphics' ParCAM/ProFLEX, Frontline's Genesis 2000 and other major computer aided manufacturing (CAM) software products.

TRI-C Design's Automation Services take automation to the next level, programming specific needs into the tooling process to free CAM professionals from redundant tasks. The cost savings from reducing front-end CAM work can be significant over time, and source code in standard programming and scripting languages allows the software to be maintained in-house.

"Global competition in volume manufacturing has forced United States circuit manufacturers to change their business model to quick-turn, low volume manufacturing. This change in business requires fast, accurate tooling that can only be provided through automation," said TRI-C president Keith Hildahl. "There are many CAM products on the market that work right off the shelf. But real productivity is only gained through use of automation."

Automation Services benefits include:

- Higher quality tooling – provides consistent tooling to the production floor and eliminates errors caused by manual interaction.
- Faster turnaround – reduces wait times caused by manual interaction and eliminates re-entry of information.
- Cost savings – reduces expenses in training of new CAM professionals. Allows reassignment of CAM professionals in areas that require human thought and reasoning, while eliminating costly production scrap due to tooling errors.



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TRI-C Design's automation team is uniquely qualified to automate the tooling process for both hardboard and flex circuit manufacturers. The team is led by Dave Roesler, TRI-C Design business development manager, and Doug McKay TRI-C Design automation specialist.

Roesler is one of the industries' foremost authorities on Infinite Graphics' software. His 20 years of programming experience includes 14 years managing software development for Infinite Graphics, Inc.

McKay has more than 20 years' experience in the industry, including seven years working with Genesis software. He has been an applications engineer for some of the largest suppliers to the PCB industry: Orobtech, Inc.; Valor Computerized Systems; Infinite Graphics Inc.; Symbolic Sciences; and Excellon Photonics.

"TRI-C's Automation Services is essentially like having an experienced programmer on your staff," said Hildahl. "We are convinced the addition of this capability will help many circuit manufacturers to stay competitive in today's demanding marketplace."

*About TRI-C Design*

TRI-C Design ([tricdesign.com](http://tricdesign.com)), based in Northfield, Minn., has been a leading service bureau in the PCB and flex manufacturing market for more than 14 years. The company has built a strong reputation for its expertise in CAM automation, design and panelization.

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