

Price does not equal Cost

The price is what it takes to purchase the item.
The cost is the amount you will eventually pay.
They are not the same.

Case Study: ITAS Video Connector

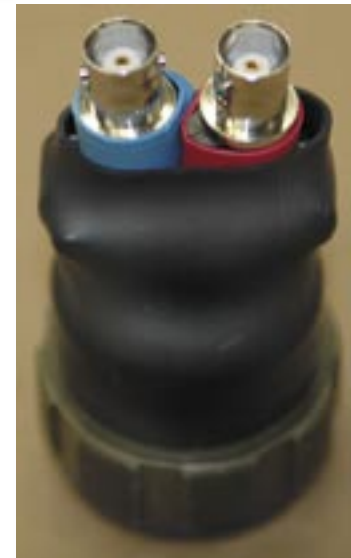
Situation:

We were asked to quote this connector based on a print provided by a potential customer. It was an assembled part (not molded) and the fit varied.



Before we work our magic at Carrio Cabling, we asked a series of questions: Why are you building it this way? Will it be used outdoors? Will it get wet? Does it move? etc.

We discovered that the connector is used outdoors, rotates quickly, and that it gets wet, hot and dirty. It is used as a video feed to a camera on the roof of a Humvee in the desert. That changes everything!



Solution:

We realized that the connector would have several flaws as designed, so we re-engineered it to better fit its intended use.

Our design is waterproof and dust proof. It has a rugged strain relief, consistent fit, durability, and physical strength, and it can be permanently marked. We provided the customer with a print and an electronic working sample from our SLA department to show fit, size and feel.



Carrio's simplified solution ended up costing the customer slightly less in both material and labor, while providing significantly more in fit, consistency and durability.



Carrio Cabling Re-Engineered Molded ITAS Video Connector

*Carrio Cabling designs it right, builds it strong and saves you money.
Made in the U.S.A. - What more could you want?*