

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:

Carrío was asked to quote a video connector based on a print and sample provided by a potential customer. It was an assembled, unmolded part and the fit varied, as shown in the top two photos.



Before we work our magic at Carrío Cabling, we ask a series of questions, for example: Why did you decide to build it this way? Will it be used outdoors? Will it get wet? Will it move?

We learned that the connector is used outdoors, mounted on the top of a multipurpose vehicle, rotates quickly, and that it is subjected to some of the toughest environmental conditions – specifically, extreme heat, water, dirt, and vibration.



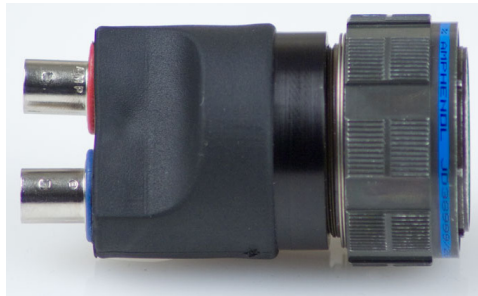
Solution:

Recognizing that the connector had a number of flaws as originally designed, we re-engineered it to better fit its intended use. Our molded design is waterproof and dustproof. 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.



Carrío's simplified solution ended up costing the customer slightly

less in both material and labor, while providing significantly more in fit, consistency, and durability.



Carrío Cabling Re-Engineered Molded ITAS Video Connector

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