



## ***NEWS RELEASE***

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### **Protomold Reduces Premium Lead-time and Entry-level Pricing**

*Rapid injection molded parts now available in as little as three days*

**MAPLE PLAIN, Minn.** (August 1, 2004) — Design engineers struggling to meet product design and development deadlines can now obtain rapid injection molded parts faster and more cost-effectively than ever before, due to recent improvements in The Protomold Company's proprietary rapid injection molding process. While conventional injection molding technology may take four to six weeks from receipt of a 3D CAD model to shipment of parts, Protomold has routinely performed the same function in five days since 2000. Now Protomold can deliver molded parts that fall within certain design limitations — small size and low-complexity — in as little as three days. The company has also reduced its minimum price from \$1,995 to \$1,795.

“By providing design engineers with even faster and less expensive options for rapid injection molded parts, we're giving customers the ability to better manage product design and development hiccups, enabling them to bring products to market faster than ever before,” said Brad Cleveland, president and CEO, The Protomold Company. “We are continually advancing our capabilities, both with respect to enlarging the footprint of parts we can manufacture as well as our speed and efficiency. Recent advancements in our software capability and an increased manufacturing capacity allow us to offer faster delivery and a reduced minimum price level for parts that fall within certain size and complexity restrictions.”

(more)

Companies and design engineers who take advantage of Protomold's decreased manufacturing time can more easily respond to last-minute design changes, schedule revisions and reduced time-to-market pressures, while keeping their development costs within budget. Protomold's rapid injection molding process combines 3D CAD technology with high-speed CNC machining equipment to quickly and accurately manufacture injection molds. This efficient, automated mold-making technology enables the low-cost creation of injection molded prototypes and makes low-volume runs of production parts affordable.

Using Protomold's rapid injection molding process, manufacturers and design engineers can get real injection molded parts or prototypes in a matter of days and at a fraction of the cost of conventional methods. Find out more on the company's Web site at [www.protomold.com](http://www.protomold.com).

### **About The Protomold Company**

The Protomold Company has radically changed the economics and lead times associated with prototype and low-volume production of injection molded parts. Its defined market segment, rapid injection molding, is positioned between rapid prototyping and conventional high-volume injection molding. Protomold® is privately held and headquartered in Maple Plain, Minn. Further information can be found online at [www.protomold.com](http://www.protomold.com).

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