

"If our machinery is unreliable, we're out of business — guaranteed!"

— Andrew T. Washburn, Treasurer
Challenge Mfg. Company
Grand Rapids, MI

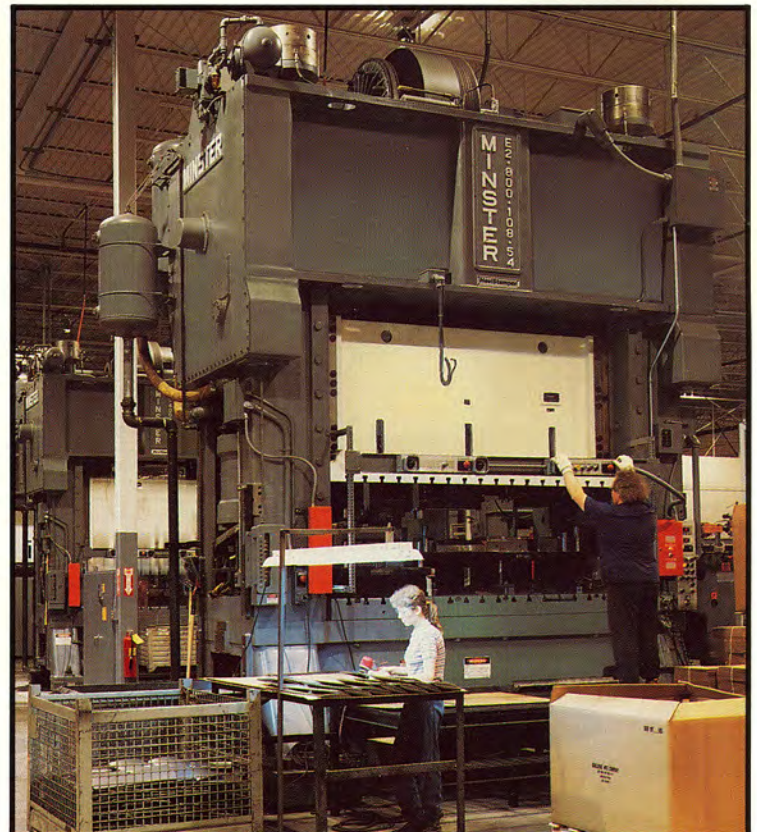


"Quality control and JIT are no longer 'buzzwords.' A stamper cannot afford to make quality and/or delivery mistakes in today's market. There are ten shops waiting in line to take the work. Besides, we want our customers to expect a lot from us. When our presses are running well and trouble-free, it's one less thing we need to worry about." This is how Andrew Washburn, Treasurer of Challenge Mfg. Company (Grand Rapids, MI), explains one of the reasons the company chose Minster press equipment.

Challenge is a contract stamper supplying the automotive industry. Starting business in 1981, the company has succeeded in a very competitive market, with a record of continued growth. A good deal of the credit for that success comes from having equipment that can be counted on to produce. "A big advantage of Minster equipment is the low maintenance and virtual absence of downtime for press repair," says Jack Fryman, Challenge's Plant Manager. "In the event service is required, it has been our experience that Minster service is prompt (very important) with quick solutions. That translates into more production time, which translates into dollars."

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Like anyone else, when Challenge Mfg. Company makes a press purchase, they have a lot of suppliers from which to choose. They feel confident that their choosing Minster has been a good business decision. "Minster's engineering and knowledge of the industry it serves are evident in the presses they produce," explains Mr. Washburn. "Minster presses are recognized as the best, and the eccentric shaft design of the E2 presses really made sense to our owner."

While past achievement is no guarantee of future success, Mr. Washburn feels confident that Challenge Mfg. Company has a plan that will continue the record of accomplishment. "Our equipment is our operations backbone," he says. "The stamper who can reduce manufacturing, maintenance, and replacement costs will be a step ahead of the competition. We bought Minsters because they work. They're the best in the industry, and they enable us to do our job, day in and day out."

