

NEWS RELEASE

For Immediate Release

Media Contacts:

*Dave Archer
Archetype Joint LLC
(248) 377-1147*

*Cindy Carey/Jim Bianchi
Bianchi PR
(248) 269-1122*

New Company Specializes in Fastening Testing and Joint Design To Help Manufacturers Improve Product Cost, Quality and Reliability

ORION, Mich., July 11, 2005 – A new company, **Archetype Joint LLC**, recently opened its doors in Orion, Mich., to help manufacturers reduce the estimated 70 percent of warranty costs and 20 percent of product recalls that are related to fasteners and joint design.

According to Archetype Joint President David D. Archer, a 25-year design and manufacturing engineer and an expert in Design For Assembly (DFA) principles, he founded the unique testing and consulting company earlier this year after recognizing the need for an independent authority that can offer fastener and joining expertise to help manufacturers enhance their product designs.

“With companies downsizing their engineering staffs and pushing development work out to their suppliers, many manufacturers – including automotive suppliers – find themselves without the in-house expertise they need to test fasteners and to design robust joints,” Archer said. “For those manufacturers, we can bring expertise in fastener technology and experience in joint design, along with the objectivity of an independent lab, to help them develop the best possible solution quickly.”

Located in an industrial park in Orion, Mich. (just north of The Palace of Auburn Hills), Archetype Joint offers a full range of testing capabilities and analytical laboratory equipment to support joint design and the selection of fastener and joining methods, including mechanical test equipment, an environmental test chamber, joint analysis software, controlled fastening tools, ultrasonic test equipment, presses and sample preparation equipment.

Archetype Joint also offers consulting services, which are targeted at helping manufacturers select the best fastening or joining methods at each stage of the product development process. Archer said his team can help the customer to evaluate key criteria and make the right decisions to optimize joints, from concept to production.

– More –

Archer said his extensive experience working on products and manufacturing projects for companies such as DaimlerChrysler, General Motors, Ford Motor Co., Boeing, Textron, Motorola, Whirlpool, Ingersoll Rand, Raytheon and Alliant Techsystems is helping his company bring customers broad perspective and deep knowledge of the latest fastening technologies.

“Although fasteners and joints have a huge impact on product reliability and warranty costs, many manufacturers just don’t put much emphasis on joint design or in investigating new fastening techniques,” Archer said. “For example, the automotive website **wardsauto.com** recently reported that a study by the National Highway Traffic Safety Administration indicated that more than one-third of auto recalls this year were attributed to fastener issues.”

Among the types of projects Archetype Joint can handle are:

- Joint validation, including torque-tension using ultrasonic tests;
- Design recommendations for fastener sizing, selection, installation methods and process verification;
- Development of fastener related cost-reduction opportunities and installation process improvements;
- Development of alternative joining and fastener techniques; and
- Benchmarking of competitive products relative to joint / fastener use.

Archer founded Archetype Joint as a natural progression of his focus on the development of simple, lean product designs – a focus he sharpened while an associate with Munro & Associates, Inc. of Troy, Mich., a consulting firm and pioneer in Lean Design®, which he joined in 1992. Archetype Joint maintains an association with Munro, providing its special fastener expertise to Munro clients when needed as part of larger product re-design projects.

Prior to joining Munro in 1992, Archer was principal consulting engineer with Boothroyd Dewhurst Inc., where he helped develop Design for Manufacturing and Assembly (DFMA®) software and assisted clients in implementing DFMA strategies. He began his career in 1980 with Westinghouse Electric Corp. as a manufacturing engineer on the MX missile launch system.

Persons interested in more information on Archetype Joint – which is located at 140 Engelwood Drive, Suite D, Orion, Mich. 48359 – can visit the company’s website at www.archetypejoint.com or can call the company at 248-377-1147.

Archetype Joint LLC, based in Orion, Mich., is thought to be the only company of its kind in the industry, offering manufacturers a full range of independent, specialized testing and consulting services related to fasteners and joining.

#