

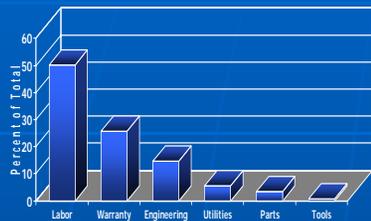


Archetype Joint
Thinking outside the joint

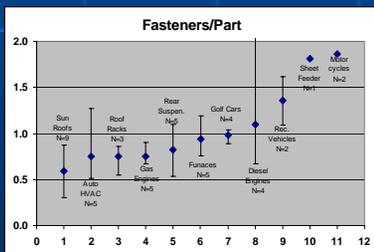
Have You Thought About Your Joints Lately?

Archetype Joint, LLC
140 Engelwood Dr. Suite D
Orion, MI 48359
www.archetypejoint.com

Why Think About Your Joints?



OEM Study of Total Fastener Costs



Study of Fastener Prevalence

Because there is a good chance that joint failure is the leading root cause of field failure in your products. Your data might not reflect that, but nearly all field failure and warranty repair data report symptoms, not root causes.

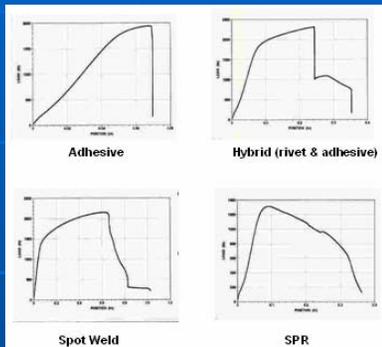
Because it is very likely that more than half the direct labor cost in your product is absorbed by fastening and joining operations.

Because all your investment in market research, the latest technology, the leanest factories and the sexiest designs are wasted in your customer's eyes if your product fails, underperforms, squeaks or rattles due to a common fastener that is commonly, but incorrectly, applied.

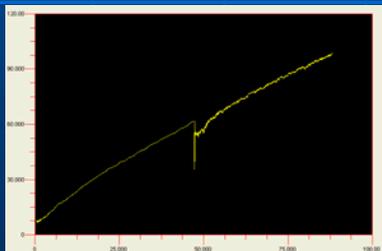
Because most organizations aren't aware that the cost of a fastener is typically only about 4% of the total installed cost.



Why Think About Your Joints?



Joining Process
Comparison



Torque-Tension
Joint Validation

Because whatever your product, the joints in your product are the foundation of your product.

At Archetype Joint we think about your joints all day, every day, because we are uniquely and exclusively an independent provider of joint design and testing services.

We are not affiliated with any supplier of fasteners, adhesives or other joining methods or equipment. So you can be assured our results and recommendations are always accurate, independent and invaluable to the success of your products, and your profits.



Why Archetype Joint?



Environmental Chamber



Universal Test Machine

Archetype Joint can provide increased quality and profitability at no additional cost to you.

As joint design and testing specialists, we carry no overhead costs that can't be directly applied to joint design and testing. As a new company, we know that to continue to build our presence we need to provide you with the best service and faster delivery at the best price. As a result, we can usually design or test your joints in less time and at lower cost than your internal resources or outside facilities.

Moreover, relieving your design resources of this task allows them to concentrate on the functional aspects of your products that they are uniquely qualified to handle. This means better products in less time. Archetype Joint can also level your engineering resource requirements, keeping your team focused on planned activities, by handling unplanned joint-related investigations once in production.



Why Archetype Joint?

Archetype Joint puts the best technology where it can benefit you most.

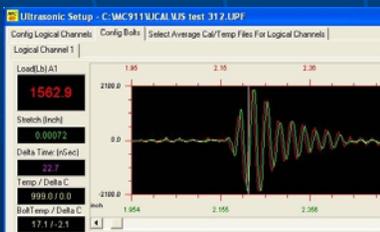
While Archetype Joint can assess the application of most fastening and joining methods to your products, joints with threaded fasteners are the ones most often evaluated. We are specialists in the use of next-generation ultrasonic sensors and test equipment; the most important recent development in bolted joint design. Real-time measurement of the actual relationship between applied torque and induced tension is easily the most valuable means of assessing a bolted joint.

Using the latest micro-sensors we get fast, accurate and inexpensive measurement of bolt tension.

With the availability of this powerful technology in experienced hands, there is no longer any reason to guess at the condition of your bolted joints by relying on torque alone.



Transient Recorder
w/ Ultrasonics



Real-Time Bolt
Tension Reading



A Great Offer at an Even Better Price

As an indication of our confidence in the value we can provide, we will spend a day at your facility to assess the joint development or assembly issue of your choosing at no obligation and at no cost to you, other than travel expenses when outside the greater Detroit area. In that day we will present to your team our appraisal of the current situation and recommendations on future action.

To take an initiative with a sure payback, please contact David Archer, president of Archetype Joint:

Office: 248 377-1147

Cell: 248 894-2295

E-mail: darcher@archetypejoint.com

This offer is for a limited time, so take advantage of a can't-miss opportunity now!

