

Primary Tool & Cutter Grinding, Inc. Customer Spotlight



The Customer's Story

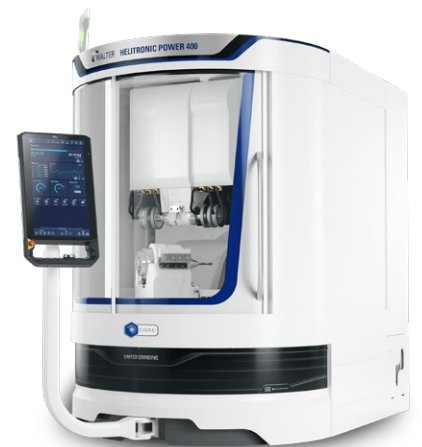
Primary Tool & Cutter Grinding, Inc. does 100% custom work, primarily servicing the automotive industry along with aerospace and defense. Founded in 1997, this Michigan-based company began as a small manual shop that, over the years, has expanded to a 8,000 square foot facility with seven CNC machines operating at max capacity. With a specialty in rotary cutting tools, six of those machines are WALTER.

The Situation: Seeking to Reinvent Standards in the Cutting Tool Industry

Primary Tool's goal is to be the biggest and best shop in Michigan and beyond. They pursue this goal not just by providing customers with the highest quality, beautifully designed, and efficiently delivered tools but also by challenging the status quo.

"There are a lot of goals we have for the future, including process improvement, speed to market and updating technology," said Brad Borthwick, CEO of Primary Tool. "Above all, we're going to be employee focused. More incentives, more bonuses and the permission to try new things to see if they work."

Primary Tool's experienced staff design and manufacture tools that set new standards for the cutting tool industry. To do that on a consistent basis, the company needed machines and software that helped them deliver on their promises and achieve their goals.



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The Solution: WALTER and Tool Studio Facilitate Innovation

In one example, Borthwick used UNITED GRINDING's Tool Studio to make a better version of a commodity part with their WALTER equipment.

Borthwick designed a line of high-pitch roughing end mills. Using Tool Studio, he built the line, made desired changes, input the program into the WALTER with a blank, and produced the part. It was then delivered to customers to test.

The Outcome: Part Life Extended 300%

During the first round of testing, the end mills ran 300% longer than the leading competitor tool. "To develop a standard cutting tool at a competitive price and lasting 300% longer than our competitors will definitely be a game-changer for us," Borthwick said. "I owe a lot of that success to Tool Studio and UNITED GRINDING machines."

Primary Tool continues to trust UNITED GRINDING machines, which facilitate innovation and produce superior results. "We've given a fair shot to the competitors," co-owner Gary Dassatt explained. "But every time, we've seen what the WALTER is capable of – horsepower, output, ease of software. No one has ever been able to beat the quality, performance, and value of UNITED GRINDING machines."

Borthwick has seen firsthand how UNITED GRINDING technology and support has grown the business. "Updating our technology is a key goal of ours, and we'll do that by implementing UNITED GRINDING's technology. I was trained on WALTER years ago. They're good machines and they make good parts. Always have. If everything goes as planned, we'll have a seventh WALTER on the floor in the near future. Just gotta find a place to put it."

