



Cycletime Tips - Automotive

Volume 46: The History Behind Bird's Tech Tips

So here I am, the new Tech Rep. I've been presented this great opportunity to write Bird's Tech Tips. I sit down and begin to type ... and nothing. Before I can delve into solving today's molding issues, I need some insight - a call to Jim Cardinal. After our conversation, I was so intrigued with the Tech Tip history; I thought this would be a great chance to recap how it all began.

It was 1989 and Jim was a man on a mission, visiting molders and trying to ease their pains. While his primary focus was solving immediate on-site problems, he began to notice a pattern; a variety of molders making the same processing mistakes. In the midst of that, he might find one company who had successfully resolved the same issue that so many others struggled to conquer. So, with their permission, he would write a letter to share their achievements. Immediately a collective resolution was found. Customer feedback was extremely positive and the foundation for Bird's (derived from Jim's last name) Tech Tips was laid. Due to the growing popularity of Tech Tips, Jim was equally successful in writing newsletters on technical topics, which were distributed nationally. This eventually evolved into regional and in-plant seminar series for molders.

I feel privileged to continue the Tech Tip tradition, and in keeping in step with Jim, I would appreciate any feedback you can provide. I need your participation to understand the needs in the field. I will focus my research on your difficulties. Our customers' needs are paramount. In this globally competitive culture, every advantage counts. Please feel free to contact me with any questions, concerns or comments that you may have. I look forward to working with you to meet your technical needs.

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