

# PRESS RELEASE

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## Custom Moldmaker Tri-Star Mold Inc. Invests to Expand Business through Marketing, a New Website and Equipment

**Cambridge, ON Canada-** Tri-Star Mold Inc. announced today the launch of a newly designed website that is being used as an information tool to help sustain and grow business for the custom mold maker. The website is part of an ongoing commitment to increase market awareness and inform companies looking for a moldmaking partner they can rely on in what has become a shrinking supplier base in recent years.

Users can explore company information, customer endorsements, download information sheets and gain access to secure FTP services and Online meetings which are used regularly to expedite communications with customers across North America.

Tri-Star has grown at a controlled pace since its inception in 1997 despite the obvious challenges which have faced the plastics industry. Company resources in staff and equipment have successfully focused on custom moldmaking solutions with specialized expertise in detailed hard milling and EDM work. Proprietary processes developed by Tri-Star have been proven to **reduce lead time** while delivering a superior product. In December of 2008, Tri-Star's Dave Tomic, was invited by Graphic Products (providers of Cam Tool 3D CNC programming software) to demonstrate concepts and practices in hard milling and micro machining to a captive audience in Minnesota, USA. Tri-Star's proven track record in optimizing Cam Tool software was presented demonstrating **new ways to increase productivity, quality and reduce machining time.**

Pete Florica, general manager for Tri-Star Mold Inc. stated, "We have a select group of talented engineers, moldmakers and manufacturing staff committed to providing practical injection mold solutions to what are often complex part design requirements. We don't support the philosophy of fixing problems on the shop floor to save time. That just doesn't work in mold manufacturing today. We do our homework up front, investing the necessary resources to eliminate shop floor problems. That allows us to fulfill our customer commitments, including on-time delivery in a controlled, efficient manner. These attributes have made it possible to carve out a niche for delivering consistently superior results to our customers."

Tri-Star has gained significant experience in challenging applications such as **insert molded substrates and connectors, intricate electrical components, gears, multi material components** and a wide range of highly technical parts, all requiring exacting execution. Tri-Star has a documented **95% success rate**, whereby molds perform and function as intended, producing sample parts in a fully automatic mode during the first mold trial. This success is unprecedented in the custom injection mold business. Looking to apply this expertise into other markets, the company is targeting specific medical and packaging applications which can benefit from this experience.

To support existing business and expansion into other markets, recent investments have been made in new equipment from suppliers like Makino and Cam Tool to further improve performance, productivity, and reliability. Tri-Star has engaged the services of plastics industry experts who also enjoy a proven track record. BDM Services Inc. specializes in new business development led by Mark Nagy with a 23 year background in moldmaking, engineering and technical sales. TecMarGroup, a technology marketing agency with specialized expertise in the manufacturing sector provides strategy, planning, PR and sales tools development.

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[www.tri-starmold.com](http://www.tri-starmold.com)

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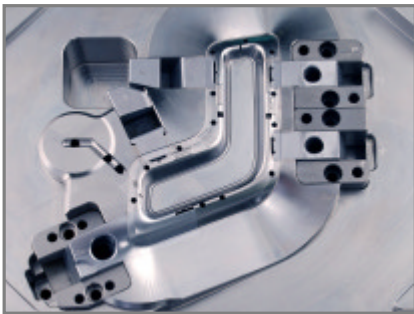
Pete Florica commented further, "We deliver great products, we have a great team, we have kept our customers competitive by partnering with them, and we have a great story to tell. The investments into marketing help tell that story. New business development is supported with the right communication tools and we have the right mix of people and equipment in place which adds tremendous, long-term value to any customer."

## **Press Release Images Descriptions:**

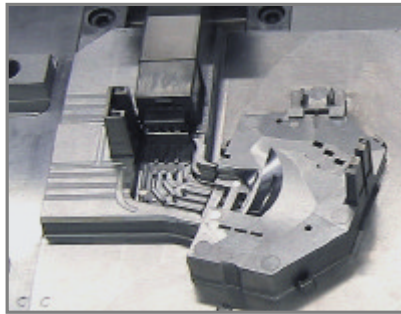
**Image 1-** Close up of Tri-Star mould designed for seat belt guide bezel clip

**Image 2-** Close up of Tri-Star insert mold designed for electrical connector

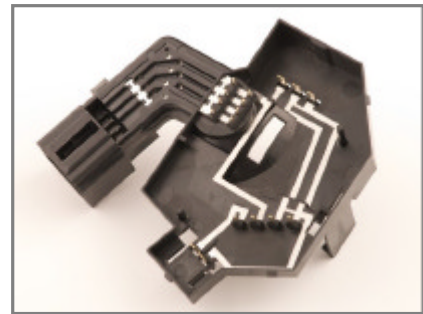
**Image 3-** Electrical Connector finished part



**Image 1**



**Image 2**



**Image 3**

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## **About TRI-STAR MOLD INC.**

Founded in 1997, Tri-Star Mold Inc. specializes in providing solutions for demanding injection mold applications that require the highest degree of molding excellence, optimum through put and part quality. **ISO 9001:2000** certified, Tri-Star Mold Inc. has developed several proprietary processes that reduce machining time and improve quality and durability. Hard milling, micro machining and detailed EDM expertise are in-house supported by state of the art equipment. Markets served include automotive, electronics, medical, packaging and technical.

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