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VENTURE PLASTICS, INC.
Total Solutions for Injection Molded Components and Assemblies

CASE STUDY #12

Production consistency enables Southwest Venture Plastics to meet the challenge of providing high quality automotive headlight and taillight components to Automotive Lighting North America.

THE SITUATION

Automotive Lighting North America (ALNA) – part of Magnetti Marelli, owned by Fiat/Chrysler Corporation – is an international designer and manufacturer of automotive headlights and taillights with a reputation for high quality products supplied to producers of superior automobiles.



THE PROBLEM

ALNA needed to partner with a proven source for injection-molded parts located near key automotive manufacturing customers in Mexico. Specifications for selection of an injection molder included key criteria for being consistently capable of meeting tight tolerance dimensions as well as producing automotive headlight and taillight components with aesthetically pleasing surfaces. Additionally, all parts needed to pass both functional photometric and reflex testing procedures in compliance with automotive safety standards for light clarity, intensity, and reflex under road driving conditions.

THE TOTAL SOLUTION

ALNA ultimately selected Southwest Venture Plastics (SVP), an experienced molder that proved extremely capable of injection-molding key components for ALNA's headlights and taillights. SVP currently produces inner lens, light pipes, and reflective lenses that are part of the overall headlamp assembly. SVP was able to acquire and skillfully use specialty molds with diamond-polished surfaces necessary for parts such as these. SVP also proved its expertise in injection molding by successfully using engineering grade resins, including acrylics and polycarbonates, for the assemblies. Being located in El Paso, Texas gave SVP close supplier proximity to Mexican automotive customers and helped ANLA reduce inventory and improve lead times.

For more information visit:
www.al-lighting.com

SOLVED!

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