

In a Flash – Tight Deadlines, Specific Design Requirements, Busy Client... No Problem

Digimarc Relies on ThermoFab for Speed and Accuracy

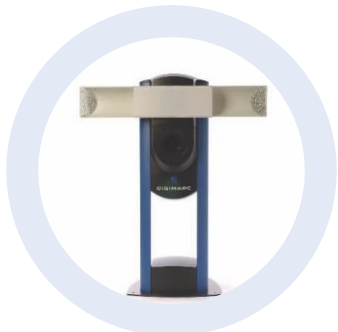
Challenge

A new contract with specific delivery requirements means little time for planning and no room for error.

Digimarc's Government ID solutions protect identities, secure commercial transactions, and enhance homeland security and personal safety. And when a state government places an order – they want product now!

This was exactly the situation Digimarc was in when Texas said yes to 824 units of their tamper proof id system. Driven by the REAL ID Act's pending regulations, many states are getting a jump on complying with the new rules. And Digimarc is ready to respond thanks to their long-standing relationship with ThermoFab, the leading manufacturer for custom plastic enclosures.

"Our products integrate with computer systems, and we wanted to achieve one seamless look," stated Terry Baker, Senior Supply Chain Manager for Digimarc. "But we needed to do it quickly to meet the demand of incoming orders. ThermoFab is incredibly customer driven and we knew we could count on them to react to short deadlines and deliver exactly what we needed.



Solution – One Call Does It All

Well almost. Though it took a few calls and meetings to get everything in order, ThermoFab quickly identified a local designer to help them make the Digimarc products look like a seamless part of the computer tower. From these designs they turned to tooling – a vital part of the process to ensure that the base fit of the product would be flawless.

But color and materials were also a concern. Digimarc wanted a modern design and a streamlined look – a "Dell black" as they refer to it. Thanks to ThermoFab's custom color matching expertise, it wasn't long before ThermoFab achieved an exact match with the computer equipment bundled with the Digimarc technology.

Result

On time, no surprises. What more could you ask for?

"ThermoFab's regularly been the best of any of our suppliers," stated Terry. "Their quick response, knowledge of thermoforming and understanding of our needs means they can do exactly what we want and usually in a very short timeframe."

Since Texas, Digimarc has taken the solution to Florida and Brazil with confidence knowing they have a manufacturing partner that will respond as their business continues to grow.