



Little Parts. Big Difference.



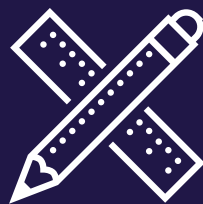
AUTOMOTIVE SEAT MANUFACTURER IMPROVES PRODUCT DESIGN WITH DEVELOPMENT AND ASSEMBLY BY YKK

The Customer

Automotive seat
manufacturer

The Challenge

To improve product
design, simplify
assembly process,
save costs



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The Approach

Seeking to improve the design of a seat belt router, an automotive seat manufacturer turned to YKK looking to source magnets. Using our vast knowledge of fasteners, YKK suggested snaps instead, as magnets are expensive and difficult to work with in assembly manufacturing. But instead of simply supplying the snaps to the customer's third party plastic supplier for assembly, YKK provided an aesthetically pleasing, value-added redesign of the final seat belt router along with a plan to assemble the entire eleven-piece component in-house.

The Solution

A seat belt router needs to be both functional and visually appealing. It needs to keep the seat belt in place while driving, but release if necessary in an accident or for maintenance. One by one, YKK proposed design changes and improvements to the router, starting with the components YKK manufactures - the socket, stud, and post. Then, realizing that the customer could achieve the best efficiency and most cost reduction if YKK were to source the additional components directly from the other supplier, YKK proposed bringing the entire assembly in-house, saving the customer the trouble of working with two suppliers. One-hundred percent customer satisfaction was the ultimate goal.

The Results

The customer received a high-quality, aesthetically pleasing final component without having to manage a complex assembly process across multiple vendors.