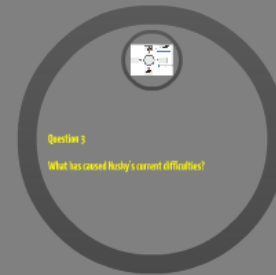


## Husky Injection Molding Systems

By Wei Ho, Charity Kelsey, Brooke Krystosek, Missy Smith and Janna Stamper

Thecasesolution.com





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Questions?

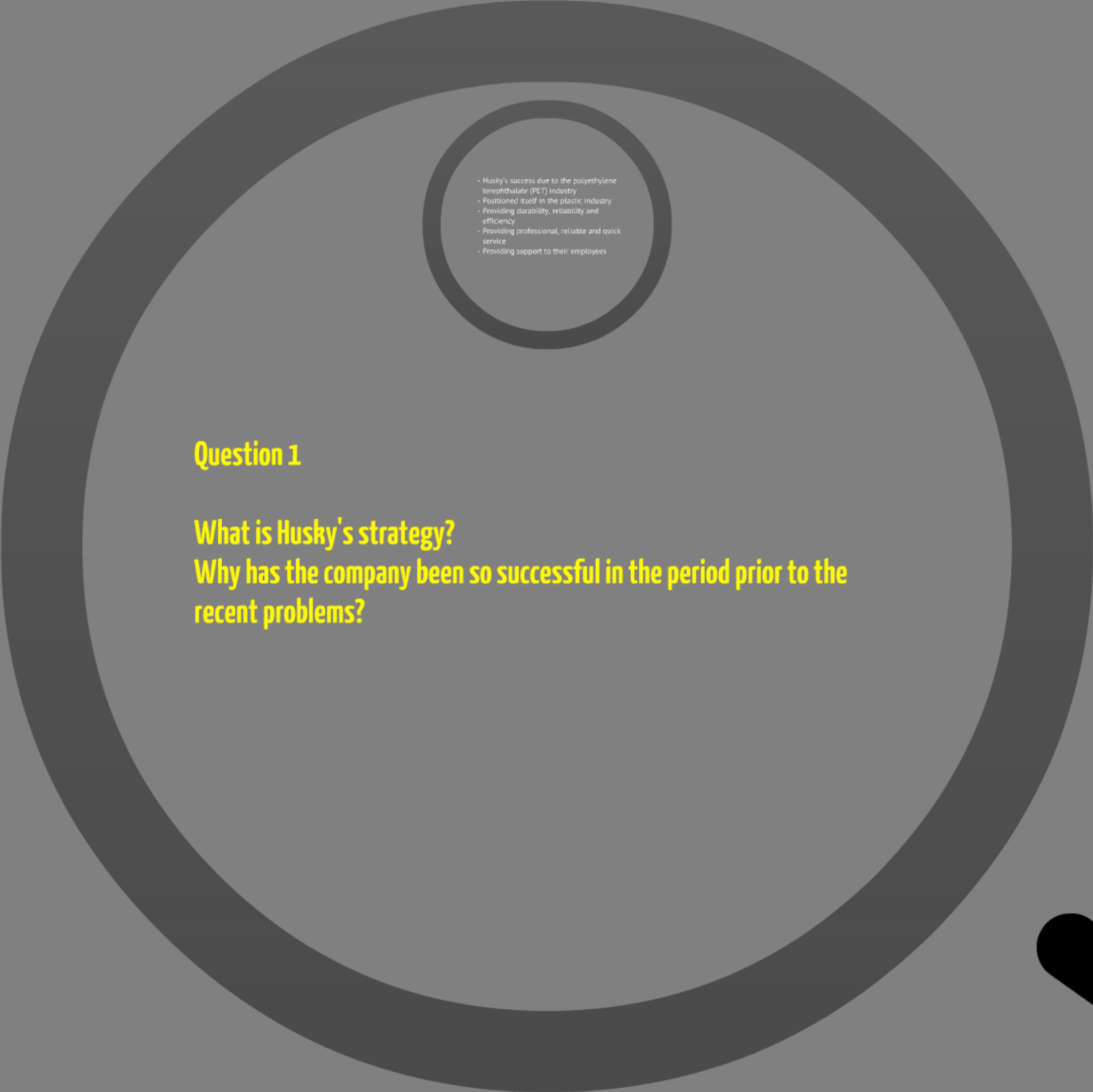
- Manufacturer of plastic injection molding equipment
- Founded by CEO Robert Schad in 1953
- 1990's enjoyed explosive growth and profitability
- 1995 problems arose and a new strategy was needed

**HUSKY**

***Keeping our customers in the lead***

## Questions?

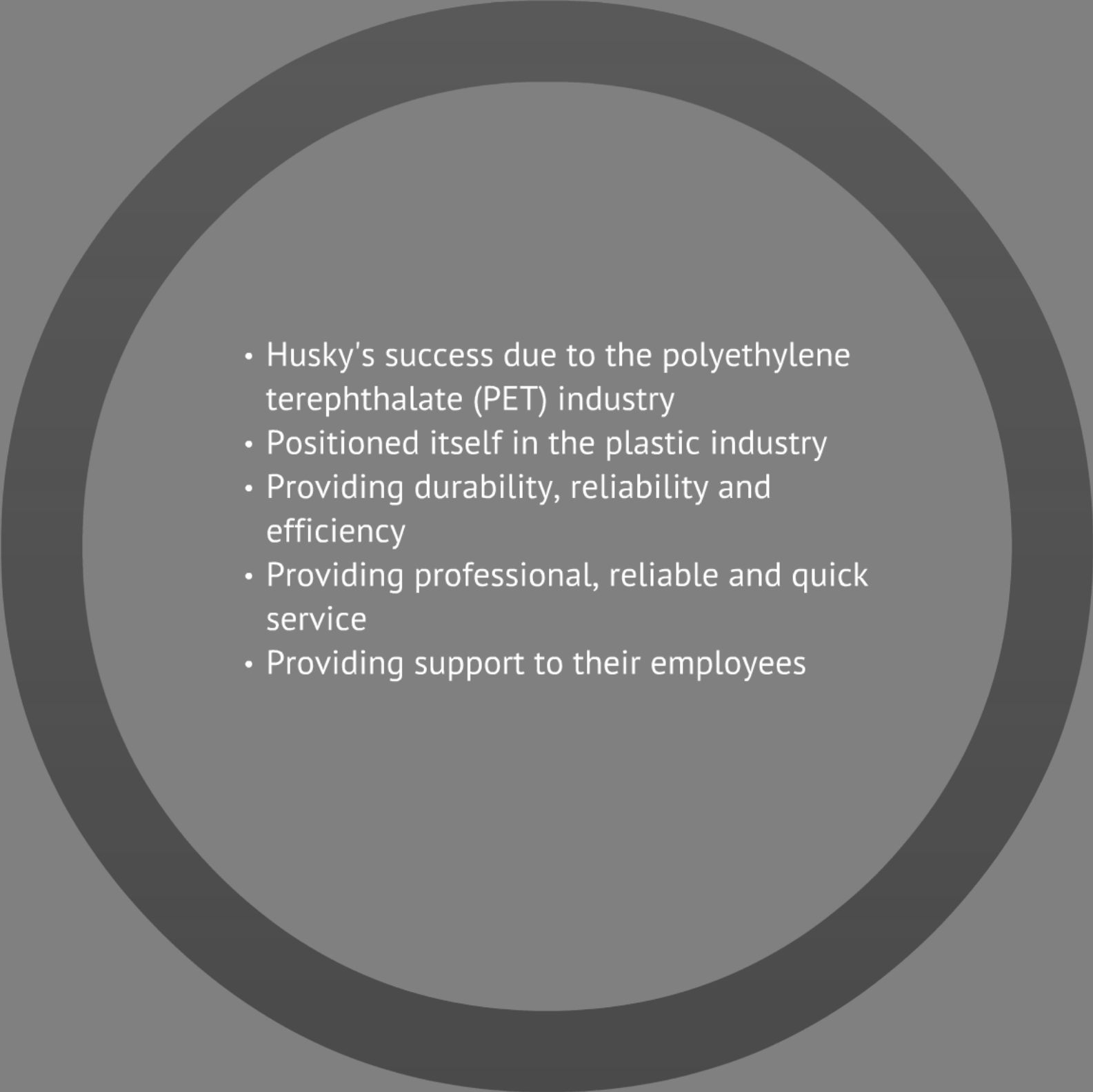
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  - Positioned itself in the plastic industry
  - Providing durability, reliability and efficiency
  - Providing professional, reliable and quick service
  - Providing support to their employees

### **Question 1**

**What is Husky's strategy?**

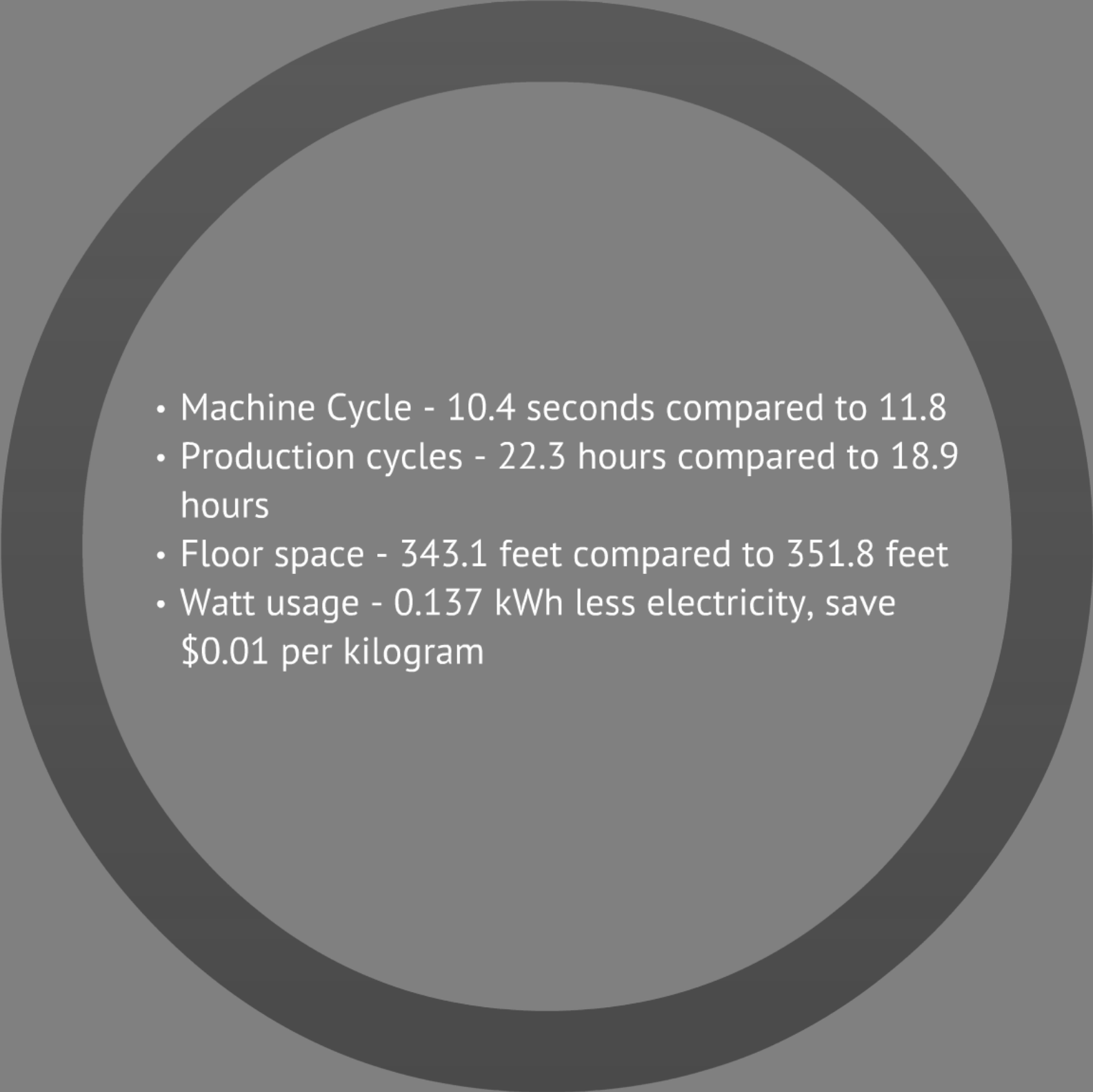
**Why has the company been so successful in the period prior to the recent problems?**

- 
- Husky's success due to the polyethylene terephthalate (PET) industry
  - Positioned itself in the plastic industry
  - Providing durability, reliability and efficiency
  - Providing professional, reliable and quick service
  - Providing support to their employees

- Machine Cycle - 10.4 seconds compared to 11.8
- Production cycles - 22.5 hours compared to 18.9 hours
- Floor space - 343.1 feet compared to 351.8 feet
- Watt usage - 0.137 kWh less electricity, save \$0.01 per kilogram

## Question 2

**Are Husky injection molding systems worth the premium price the company charges?**

- 
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  - Production cycles - 22.3 hours compared to 18.9 hours
  - Floor space - 343.1 feet compared to 351.8 feet
  - Watt usage - 0.137 kWh less electricity, save \$0.01 per kilogram