



# CHOOSING A CUSTOM GASKET MANUFACTURER: KEY THINGS YOU SHOULD ACCOUNT FOR

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Looking for the right converter partner to create a custom seal or gasket for your product can be daunting. How can you pick out the best quality for the best price when the offerings appear to be the same materials, with the same capabilities?

While some customers focus solely on the price, most companies understand that taking shortcuts on quality is a bad tradeoff. The highest quality for the most competitive price is the ultimate goal. Whether you're a small company launching a new product or a Fortune 500 company seeking high volume production, you want to look for a converting partner that offers quality and value.

Here are three key things to look for when choosing a converting partner.

# 1. MATERIAL SELECTION: LOOK FOR PREFERRED PARTNERSHIP

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Every project should begin with access to high-quality, proven material.

The manufacturers of the materials we use — such as 3M and Rogers — have long recognized that it's worthwhile to create strong partnerships with the companies that convert these materials into custom products. To ensure quality and build trust with their brands, manufacturers have created preferred partnerships with converters.

If you're looking at working with a converter that isn't part of this network, you miss out on several benefits.

## What do converters get from preferred partnerships?

- Access to technical materials and support
- Early access to and training with new materials
- A direct line to technical support
- Regular conferences and events to learn about materials, applications and markets

- Materials sourced directly from the manufacturer for more competitive pricing
- Company tech representative confers on projects to finalize design
- Priority supply

A converter that has a preferred partnership comes with the training, experience and support to recommend the best materials for your product, so you can feel confident your gasket or seal will work.

## A key question to ask potential converter partners

Are your materials sourced from the manufacturer? Or do you source materials from a distributor?

**Why this matters:** Materials sourced from a distributor can take longer to receive and you'll also be paying the middle man.



## 2. DEDICATION TO QUALITY

Quality isn't just about intentions. Good companies take a systemic approach to make high standards a way of life.

- ISO 9001:2015 certification demonstrates a company's commitment to setting standards, follow-through, improving and building a business that truly serves its customers.

When a converting partner sets high standards for itself, it won't be a stretch to follow yours. Whether your project requires a **PPAP** (Production Part Approval Process) or an **FAI** (First Article Inspection Report), quality control should not be an obstacle.

### Other markers of quality

A strong converter partner knows your project is on a timeline and respects that.

- Attention to deadlines
- Competitive lead times and quotes
- Proven delivery dates

### Capabilities

Many converters offer similar capabilities, but you'll want to take a deeper look at what the converter partner has to offer.

### Competitive pricing

An experienced converter with decades of experience can be able to recommend the best fabrication method that can:

- Meet the tolerance requirements along with other parameters
- Complete the project at the most competitive price
- Provide a prototype once the design is finalized

### Technologically advanced

A strong converter partner invests in the technology to help them offer the best capabilities.

- This streamlines production because newer technology can eliminate steps.
- Newer die-less machines save considerable time and expense.
- The savings get passed to the customer.

### Questions

- How are you more efficient today compared to 10 years ago?
- How does your company set standards for quality and improvement?
- What's your product acceptance rate?



### 3. INDEPENDENT, ENTREPRENEURIAL AND EFFICIENT

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While many converting partners out there are independently owned and operated, many have been purchased and now work under a larger conglomerate. Customers often notice big changes after the fact, from personnel to new processes that create obstacles and headaches.

If you're looking for a converting partner that's agile and easy to work with, an independently owned shop is worth a look. Based on the SRP way of doing things, here's what you can expect:

- More personal approach to doing business.
- Faster answers and swift service. Your representative has a direct line of communication with production as well as suppliers.
- No layers of management when it comes to special projects and requests.
- Focused on the most important things: Cutting, converting and customer satisfaction. That's it.
- The entrepreneurial spirit: We're always looking to get better, faster and more efficient. Our commitment to quality gives us the capability and capacity to take on even the largest projects.

Best of all, being independent lets us make decisions faster. There are no layers of managers to work through. Once we have the design and materials, we can get started.

### WHY WORK WITH SRP?

Here are just some of the reasons customers return to SRP for their custom converter needs:

- Independently owned and operated since 1951
- Focus on quality shows with a 99% product acceptance rate
- ISO 9001:2015 certified
- Quality Inspection Reports
- 3M Preferred Converter for more than 50 years
- Rogers Corporation Preferred Converter (PORON Polyurethane and BISCO Silicone materials)
- Rubberlite Inc. has been a preferred supplier to SRP for 30+ years

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**At SRP, we know the quality of your product hinges on the quality of your gasket. That's why our dedication to quality has been a way of life for us since 1951.**

Learn more about our custom gasket and converter capabilities. **Contact** SRP and request a quote.

