

## CASE STUDY:

### HD V-Band Targets OEM Market

# Ideal Tridon's Team Expertise Differentiating Factor in Global Turbocharger Partnership



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#### Customer Profile

Global turbocharger manufacturer serving the light vehicle, medium & heavy duty, off-highway, and automobile aftermarket industries.

#### Website

[idealtridon.com](http://idealtridon.com)

#### Industry

Industrial OEM  
Automotive OEM  
Automotive Aftermarket  
Industrial

#### Engineering & Quality

Ideal Tridon's superior quality, environmental responsibility, and process integrity has earned certifications for IATF16949 in addition to ISO 9001 and 14001. Ideal's global facilities use only the finest quality certified steel and the best practice manufacturing processes to craft clamp products.

For more information on how Ideal Tridon can custom engineer a product for your specific application, please call 800-251-3220.



## Discovery

Identifying a business problem, Ideal Tridon leveraged team expertise to build and earn a successful partnership with a global turbocharger manufacturer.

Ideal's OEM Account Manager learned of a competitor's decision to exit the HD commercial clamp business to focus on their primary aerospace business. An opportunity arose for Ideal to offer a line of V-bands specifically for this global manufacturer.

"We were not known as a Heavy-Duty Clamp supplier to the HD OEM market at that time. It was our drive to win. We bid the RFQs and worked to create trusted relationships with this premier turbocharger manufacturer," recounted the OEM director.

## Opportunity

Approximately one year after the first visit and presentation, all the while building rapport and customer relationships, the potential customer gave Ideal a chance to compete for an important program, replete with scrupulous monitoring of quality and delivery metrics and scorecards.

## Challenge

Validation testing was especially challenging. The customer's containment test was the most severe in the entire HD OEM industry, and every part had to pass and meet the rigorous process inherent with the turbocharger industry.

## Solution

During the quality audit, the customer partnered with Ideal to help meet their demanding requirements. After one year of proven production capabilities and delivering high-quality parts, Ideal delivered their first package of V-bands.

Additional work came nearly three years later when Ideal was awarded the automotive V-band business, won from a competitor due to quality and logistical issues. Ideal executives expanded this opportunity by investing in equipment and infrastructure to prove and manifest Ideal's "can-do" attitude.

Ideal's success centered on total support and a team effort from engineering, tooling, manufacturing, purchasing, materials, customer service, quality, and management.

## Results

Ideal Tridon earned the trust of this global turbocharger manufacturer to become a single-source supplier with 30+ part numbers. Today, Ideal supplies V-style clamps in North and South America, Europe, and Asia. This is just the beginning for Ideal!

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