



CENTER FOR INDUSTRIAL RESEARCH AND SERVICE (CIRAS)

The Center for Industrial Research and Service (CIRAS) is jointly part of the College of Engineering and Office of Economic Development and Industrial Relations at Iowa State University. CIRAS helps companies grow and prosper.

The CIRAS mission is to improve the quality of life in Iowa by enhancing the performance of industry through applied research, education, and technical assistance. CIRAS has been working with companies in communities across Iowa for more than 50 years, based on a vision that communities are better when they contain prosperous businesses. Because multiple resources are necessary to meet the needs of Iowa companies, CIRAS partners with Iowa's universities, community colleges, government agencies, and business associations throughout the state. Since 1963, CIRAS has provided Iowa manufacturers with the training, tools, and connections needed to accelerate innovation, identify new opportunities in domestic and export markets, and maximize potential. CIRAS services involve providing five main categories of assistance for Iowa businesses: Leadership, Growth, Productivity, Technology, and Workforce.

ECONOMIC IMPACT

MEP Center impacts are based on clients surveyed in FY2023



\$144.6 Million

Total Increased/Retained Sales



1,040

Total Increased/Retained Jobs



\$124.1 Million

New Client Investments



\$38.8 Million

Cost Savings

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TEAM EFFORT YIELDS BIG SAVINGS

ABOUT LAKESIDE PRODUCTS. Lakeside Products is a small manufacturer in Polk City, Iowa, with 10 employees. They manufacture pet doors and other pet products.

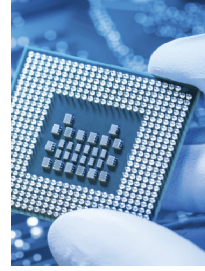
THE CHALLENGE. "Our injection molding partner has had some challenges with the quality of a part they make for us," said Bruce Beguhn, who owns the Polk City-based Lakeside Products. "They suggested a design change to improve the quality and reduce scrap and secondary labor, but we needed to know if it was truly going to be better than what we already have."

Lakeside turned to the team at CIRAS, part of the MEP National Network™. Beguhn shared the new design with Chris Hill, CIRAS engineering services director. Hill, who has extensive experience in injection molding, made some suggestions on changing the configuration of the design. He then brought in his colleague, John Roberts, CIRAS project manager, who did a Finite Element Analysis (FEA) of the new product to determine how it might behave.

MEP CENTER'S ROLE. Roberts first completed FEA simulations of the existing door to use as a design standard. He applied various loads and constraints to determine the door's stress conditions. The same loads and constraints were applied to the new design and the stress results compared. CIRAS also provided a 3D printed prototype of the new component for marketing purposes.

"When all those benefits are considered, we ended up reducing the cost of the product by 25% in spite of an increased cost in the raw material. We couldn't ask for better results than that."

-Bruce Beguhn, Owner



RESULTS



25% cost reduction



1 redesigned product
launched

