

CIRAS HELPS OH BALL GET ROLLING WITH NEW PRODUCTION METHODS, DESIGN

ABOUT FINKLE & SONS. Hagaman, a former insurance salesman with a history of plantar fasciitis, formed his own company, Finkle and Sons, in 2013 to market the treatment he created for that painful foot condition, which affects roughly two million people each year. Based in Des Moines, Iowa Finkle and Sons has tapped into a refugee population to produce his product.

THE CHALLENGE. With current manufacturing capabilities they could not keep up with demand and were having problems with part costs as well as adding features to the original product. As the owner saw what the product needed to do, in order to differentiate, he did not understand how different manufacturing methods could not only reduce his costs, but also add volume.

MEP CENTER'S ROLE. The company contacted CIRAS, part of the MEP National Network™, for design assistance and providing secondary connections. The product was redesigned to add features as well and designed for different manufacturing methods. Going from rotational mold to injection mold reduced costs per product and added features to expand the market and differentiate if further from similar products.

"Before this, I was making them with rotational molding at a company in Minnesota that had been helping me since 2014; But rotational molding is a laborious, time consuming, and therefore expensive process, and I was severely limited by how many I could afford to make. CIRAS has been absolutely great to me, they went above and beyond the call to help get this thing figured out. I can't say enough good things about them."

-Kipp Hagaman, Owner

RESULTS



\$100,000 in investor funds secured



\$147,000 annual savings in production costs



\$35,000 for new injection molds



Able to market a new "freezeable" version of product

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