



# Dr. Die Cast



## “Shot tips” “Parting Shots” “Milk, Eggs & Automobiles”

Almost everyone enjoys milk, eggs or modern automotive transportation. However, in our increasingly urban and suburban environment very few actually know what the production actually smells or looks like. If you have spent a lot of time in a rural area, you already are smiling at the thought of your “city neighbors” turning up their nose as they drive or bicycle past a dairy or poultry farm. So what has that to do with die casting? Very few people have really taken seriously the essential role of farming, mining or manufacturing in the prosperity that many of us have taken for granted. In an example of “unintended consequences” the fact that children (and even young adults) are prohibited from entering manufacturing plants even as observers, almost guarantees that they will not only lack any interest in a career in manufacturing, but sets them on an alternate course early in their childhood. By contrast, consider how professions were handed down and developed in earlier periods of history. Apprenticeships were started at an early age and everyone knew and respected the skilled trades of metal working, tailors, meat cutters, furniture builders, carpenters, bricklayers, plumbers etc. It should be no surprise that today it is difficult to find a young person who has interests

in building anything that doesn’t involve a keyboard or mouse.

So what would I propose?

Have an “Open House” and invite your neighbors and suppliers to see a plant in actual operation. Make it a weekend and have a machine in operation. Ideally demonstrate a component that you can take from molten metal to machined or assembled component. Then show them a finished automobile or product such as an office chair or appliance that contains your casting. Let them see that the components you make are fueling American industry and the economy.

Make a presentation at your local high school showcasing not just your business but the skills required for our industry. I became interested in tool and die and die casting because a local businessman came to our high school and made a presentation about the Journeyman Tool & Die apprenticeship. A seasoned engineer I met recently laughed about his first day on the job as a tool & die apprentice. On seeing the tool shop for the first time he asked, “Is that a lathe?” His supervisor was ready to send him home but didn’t. The young apprentice eventually completed his apprenticeship, went on to graduate with an engineering degree and has had a long and successful career in manufacturing.

Sponsor TV programs that show local manufacturing and the part that each contributes to the local and state economy. Most die casting companies are shipping to multiple states and types of markets. It would astound most townspeople to learn that IBM, Kitchen Aid, Mercedes, BMW, Toyota, GM, Ford and Chrysler components were being produced by their neighbors and right in their own town.

### About the Author

Bob McClintic founded “Bob McClintic & Associates” in 1998 to provide engineering and management consulting to producers and users of die castings. He has experience in all facets of the die casting industry, including project management, tooling engineering, product design and evaluation, manufacturing management, plant layout, process and plant engineering. He is experienced with aluminum and magnesium cold chamber as well as magnesium and zinc hot chamber. His clientele includes companies throughout North America and on every continent. McClintic has been an active member of NADCA since 1981. For more information, visit [www.DrDieCast.com](http://www.DrDieCast.com) or contact him at [rmcclintic@drdiecast.com](mailto:rmcclintic@drdiecast.com) or (616) 292-0454.



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