

## **Built Rite Tool & Die**

# **Leaping into CAM Increased Customer Base Fourfold**

### **CAM Software Produces Trick or Treat Parts That are a Treat for Job Shop Toolmaker**

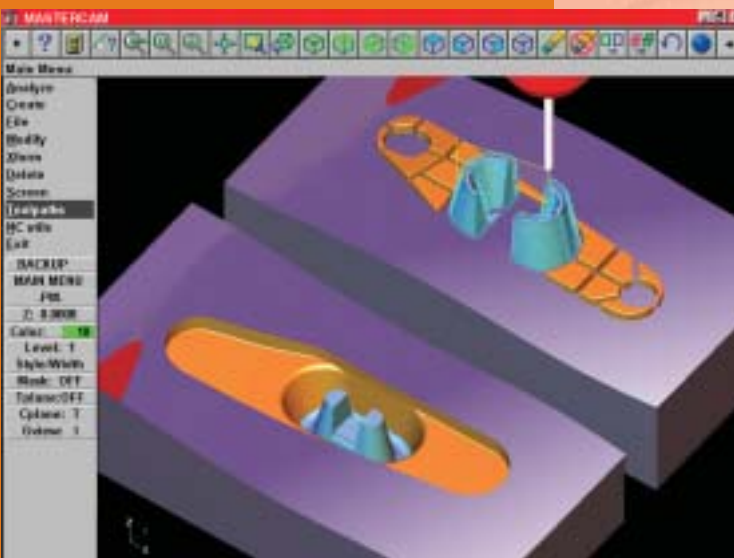
Built Rite Tool and Die increased its potential customer base at least fourfold by leaping into CAM with both feet. Their pumpkin-ribbed trick-or-treat bucket is just one, novel example of the versatility introduced into a modest company. James Essary, owner of Built Rite, is quick to point out that, though the Halloween novelty is hardly representative of their major customers' work, all of the newfound capabilities required to make it are exemplars of the really fine work which is the core, so to speak, of their business.

*"With Mastercam we can design and build more complex parts; it has expanded our overall capabilities. It pays off for us in time saved, the ability to increase our scope with existing personnel, and in faster delivery time to our customers"*

— James Essary  
Owner  
Lancaster, MA

For nearly 11 years, owner James Essary relied on a hand programmed 3 axis mill, Bridgeports, grinders, and EDM machines to manufacture the custom tooling his company makes for a variety of medical, defense, electrical/electronic, and automotive industry customers. When Essary and his foreman, Roger Ikonen, thought of ways to increase business in the most economical way, a new wave of production enhancement raised Built Rite to a dramatically increased market share. Ikonen was familiar with Mastercam® and the promise it held for greater machining capability and accuracy, which means faster turnaround and greater profitability for the nine-person company. In one giant step forward for a job shop, Built Rite purchased a seat of Mastercam and two CNC mills to put its output to work.

"Since Built Rite Tool & Die has become CAM-based it has become much easier to do mold design in-house". Essary says, "We are currently using Mastercam for all 3D surface designing in-house. In addition, with Mastercam we can design and build more complex parts; it has expanded our overall capabilities. It pays off for us in time saved, the ability to increase our scope with existing personnel, and in faster delivery time to our customers."



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