

Industry Outlook

MOULDS AND DIES MANUFACTURERS

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IS PROUD TO PRESENT

KRAFTSMAN TOOLING

AS ONE OF THE

TOP 10
MOULDS & DIES
MANUFACTURERS
 2024

in acknowledgement of its unwavering focus and dedication to achieve excellence in quality and delivery in this field.

Sudhakar Singh

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 Managing Editor
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KRAFTSMAN TOOLING

PRECISION MOULD MAKING EXCELLENCE, INNOVATED IN INDIA, PERFECTED FOR THE WORLD

The precision moulding market in India is growing moderately, hindered by challenges in recruiting and retaining skilled manpower for toolmaking. Cost competitiveness is a key concern for customers, who compare prices with other toolmakers. Transportation costs, particularly due to the recent Red Sea crisis, are higher in India compared to China, impacting competitiveness. China's larger capacities in machinery and skilled manpower further disadvantage Indian manufacturers.

Focusing on export markets, including Europe, with key customers in France, Portugal, and Italy, Kraftsman Tooling, despite the aforementioned challenges, is well-positioned to overcome them by maintaining competitive pricing and ensuring high-quality products. The company brings 20 years of unparalleled experience, specializing in manufacturing plastic injection molds primarily for the automotive industry.

"Our core expertise lies in the production of 2K and 3K molds, wherein, we have partnered with a reputed French mould manufacturer, Grosfilley, who are experts in 2K moulds, to enhance our capabilities. This collaboration involves Kraftsman Tooling handling mould design, manufacturing and providing expertise in India, before exporting the finished moulds back to France. By maintaining this robust partnership and continuous improvement process, Kraftsman Tooling is well-positioned to offer high-quality products and compete effectively in the global market," highlights George Joseph, Managing Director at Kraftsman Tooling who brings 30 years of expertise in the field of manufacturing.

George is further backed by Jerald Davis who is the Director of Operations. He manages the design activities,

bringing 22 years of experience in tool design. Kraftsman Tooling is deeply committed to excellence, underpinned by a skilled team and state-of-the-art facilities that ensure top-notch molds and designs. Kraftsman Tooling prioritizes training its employees and upskilling its toolmakers, ensuring they remain at the forefront of industry advancements.

Kraftsman Tooling excels in design, manufacturing, project management, assembly, and trials. Collaborating with specialized vendors in Pune for services like CNC machining, spark erosion, wire cutting, and deep hole drilling, the company maintains stringent quality standards. This strategic reliance on skilled vendors complements internal capabilities, allowing Kraftsman Tooling to deliver exceptional quality and precision in its molds and designs. Even European customers commend this approach, appreciating the focus on core strengths and collaboration with local vendors. Furthermore, Kraftsman Tooling is also looking forward to expanding in-house machinery while maintaining strong vendor partnerships.

Ensuring Utmost Quality Standards

Upholding stringent internal quality control, Kraftsman Tooling ensures product excellence and enhance customer satisfaction. The process begins in the design phase with a thorough part analysis of the initial part design from the customer. Suggested improvements for tooling compatibility are communicated to enhance quality. Rigorous internal and customer checks ensure top-notch tool and tool design quality. Tool designs proceed to manufacturing only after departmental approval.

Kraftsman Tooling's inspection department uses comprehensive checks, including Coordinate Measuring Machine (CMM) assessments, to ensure high



George Joseph
 Managing Director

standards. Parts not meeting tolerance are promptly addressed. During trials, processing standards are verified to meet customer expectations. Continuous development is key: toolmakers receive training in France, and French teams oversee quality and design, ensuring competitiveness against Chinese manufacturers.

The firm's major differentiator is its risk-taking mindset, encouraging innovation and creative thinking at all levels - from shareholders to assembly personnel. This culture fosters continuous innovation and success. Attracting and retaining talented individuals is a key strength, promoting loyalty and long-term commitment. Based in Pune, Kraftsman Tooling is expanding with a new tool room in Palakkad, Kerala.

"Going forward, our focus this year is maintaining turnover while boosting profits through efficiency rather than increasing orders. With a strategic partner stationed in France, the company has been continuously driving the needed innovation to set standards. Furthermore, our future plans center on 2K, 3K, and decorator moulds, leveraging our unique skills to stand out in the Indian market", concludes George.