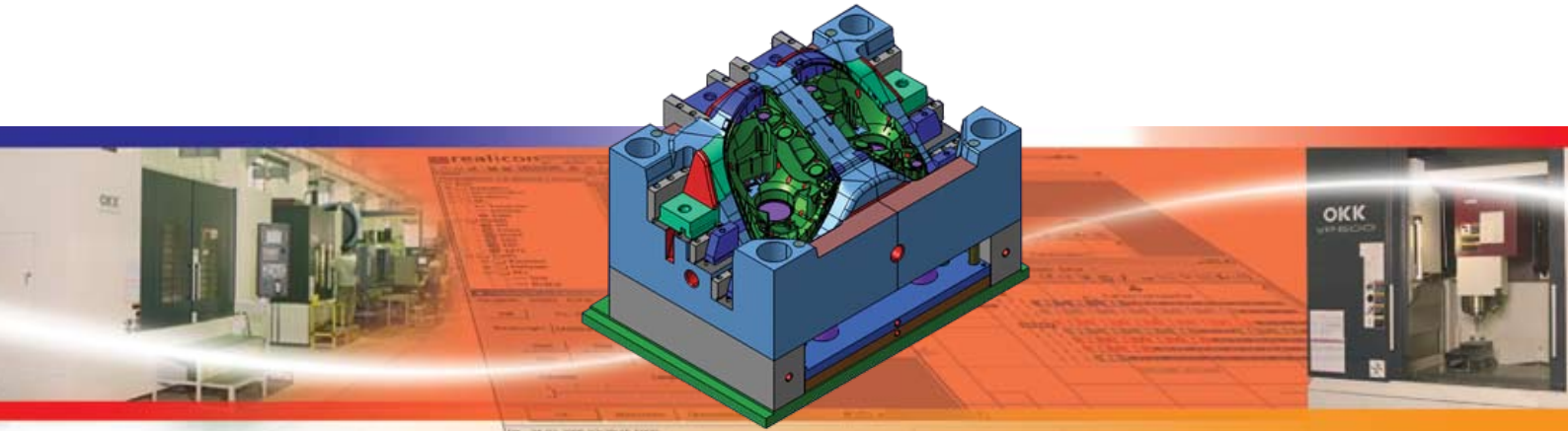


# Woojin High-Tec

Gaining the competitive edge with CATIA for Mold solution



## Overview

### ■ Challenge

*Woojin High-Tec needed an advanced 3D mold design tool to better meet demand for increasingly sophisticated molds in the automotive industry.*

### ■ Solution

*Woojin High-Tec chose Dassault Systèmes' CATIA for Mold solution based on CATIA PLM Express to maximize reuse of its existing tooling know-how, shorten lead times, and improve design quality.*

### ■ Benefits

*With the CATIA for Mold solution, Woojin High-Tec has reduced design time from one month to one week, increased productivity, and strengthened its capacity to innovate.*



"With CATIA for Mold, we drastically reduced our design time from one month to one week. It's a complete tooling design and manufacturing preparation solution within the integrated CATIA environment."

Jae-Deok Shin  
CEO  
Woojin High-Tec

 WOOJIN HIGH-TEC CO., Ltd.

### A leader in the Korean auto part molding industry for 20 years

Founded in 1988, Korea's Woojin High-Tec designs and manufactures plastic and die cast molds for major domestic and overseas automotive manufacturers and auto-parts suppliers including General Motors, Chrysler, Subaru, Stanley, Hella, and Hyundai Kia. Thanks to constant technological innovation, the company has expanded from a small welding systems workshop into a world-class enterprise with facilities in Korea and the US. Today, Woojin High-Tec is a leader in its field, designing and producing automated molding for the automotive industry, as well as assembly lines and tooling.

### Adopting the best solutions for customer satisfaction

To provide the best products to its customers and shorten lead times, Woojin High-Tec adopted 3D design software including CATIA in 2002. The company's CAD/CAM/CAE tools are integrated into

Woojin High-Tec's advanced information system that comprises its ERP and database management systems.

Backed by the success of its business in Korea, Woojin High-Tec has looked for further opportunities abroad. The company has opened a branch in the US and is looking to open another office in Japan. Jae-Deok Shin, CEO of Woojin High-Tec said, "The domestic molding industry in Korea is saturated and we are searching larger market worldwide. Woojin High-Tec made a big investment into better molding system operations and we are ready to dive into the aerospace part business."

Needing to design faster, maintain the highest quality, and differentiate itself from the competition, Woojin High-Tec implemented the CATIA for Mold solution. Its designers are now able to reuse their tooling know-how to design molds fully compliant with company rules and standards. Seamless tooling design fosters



concurrent engineering between the design office, tooling and manufacturing departments.

“It’s critical to have the best design solution to meet the increasingly complex requirements of the automotive industry,” said Shin “With CATIA for Mold, we drastically reduced our design time from one month to one week. It’s a complete tooling design and manufacturing preparation solution within the integrated CATIA environment. In addition, the generative capability of the CATIA Analysis product suite allows design-analysis iterations to be performed rapidly from simple parts to complex assemblies.”

### Competitiveness with the right people and tools

Woojin High-Tec believes its competitiveness stems from product quality which in turn is based upon the excellence of its human resources and tools. Shin said, “The quality of molding is not all the same. Woojin High-Tec has the most qualified designers and software. We’re sure that our product is absolutely flawless and differentiated from others.”

As an industry leader, Woojin High-Tec is holding a variety of corporate citizenship program. The company is supporting the local university in Kyung-Sang province with scholarship program. This program helps the students trained with the latest, most industry-relevant software prepare for the demands of the highly competitive marketplace.

### Growing in difficult times

Amid a domestic economic slowdown, Woojin High-Tec recorded sales of KRW 8 billion (US\$8 million). The company expects even more growth thanks to its aggressive business abroad. Shin said, “Woojin High-Tec’s quality control system for molds and manufactured goods based on tools like CATIA for Mold is responsible in part for our current success. We are planning to make further investments in technology and CATIA is a number one priority.”

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