

In-die productivity in the Heart of Michigan



Since Pronic was launched, our company has been present at the leading edge of technology in the United States, a key market for this world leader of In-Die Tapping.

Its North American office is located in Michigan, the historic heart of the Automobile Industry. Pronic Inc. is also represented throughout much of the US in its industrial states, both directly and through a network of highly efficient distributors. The company is now strengthening its expertise in the area of In-Die Tapping Solutions, its historic core business, across the continents of Europe, North America and Asia. For several years now, it has also been developing In-Die Insertion Solutions, a true growth driver for the company. Its expertise and know-how are recognized globally among the major automotive customers of more than 40 countries. *«We are capable of contributing to our customers' productivity for both simple and for complex parts»*, asserts Thierry Rosa, president of Pronic Inc. Pronic Inc.'s strength lies in its proximity to our customers and to its broad application expertise. Pronic strives to propose turnkey solutions aligned as closely as possible to the customer's needs. *«We support our customers from concept to implementation, with the primary objective of achieving a smooth transition from start-up into production. We achieve this through progressive design reviews, which are carried out throughout the development program»*, Thierry Rosa states. Each product is carefully studied with the customer, to find THE best solution to optimize the three main criteria of cost, speed and space savings.



The Canadian Success Story



Recently, Pronic, the world leader of In-Die Tapping and Insertion, took up the challenge of proposing these two cutting-edge technologies for the same seat-sides project with one of our large Canadian customers. The style and design of the tapping and insertion stations were jointly developed by Pronic and the Canadians. The tools, built in Canada, were then transferred to Mexico to run and supply production for a major automotive supplier. *«It was a multi-technology, multi-site project that stands as a great success for our team and for our customers! We were present throughout the entire cross-border development»*, Thierry Rosa emphasizes.

The American market presents remarkable opportunities for the French company, which wishes to operate as closely as possible to its North American customers. Pronic's objective is to double its trans-Atlantic sales revenues. *«While consolidating our historic field of expertise of In-Die Tapping, we are developing In-Die Insertion, a technology of particular interest to the Americans»*, Thierry Rosa states.

About Pronic

Founded in 1989, Pronic is a family-owned company located in Marignier, France in the Haute-Savoie area. It is the world leader in In-Die Tapping and Insertion solutions. Its know-how is recognized in more than 40 countries over the world. This enables it to work for the largest automotive makers and also for major customers in the electrical and construction sectors.



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