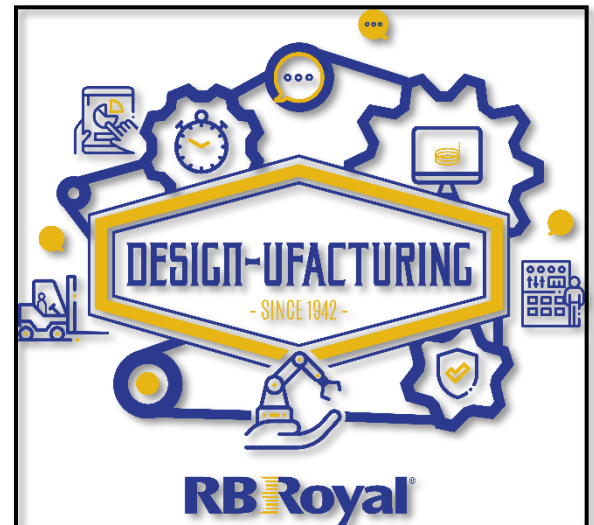


PRESS RELEASE – For Immediate Release

## Customer Engagement Key to RB Royal’s New Design-ufacturing Methodology

Fond du Lac, WI – March 11<sup>th</sup>, 2020 – RB Royal is proud to announce their Design-ufacturing methodology. Design-ufacturing describes the collaboration of Design-Engineering and Manufacturing, it embodies the RB Royal attitude of approaching projects with a “concept through completion” methodology. This allows RB Royal to deliver reliable, proven, and sustainable solutions. RB Royal is known for innovation and understanding their customer’s unique products and applications.

RB Royal’s focus and excellence in custom product development is derived from experience, industry expertise, and the team’s commitment to quality and innovation.



*“Design-ufacturing is a commitment to our customers driven by our employees. It is centered around partnership and performance. Our philosophy is ‘Finding Solutions Together’ which represents how we work with our customers and how we run our business. Everyone from the top down works together to provide custom engineering solutions for our customers.”*

- Dave Neumann, Brand Manager

Utilizing the latest in design software with Solidworks CAD and Basic Simulation, the RB Royal team utilizes stages of the engineering design process including:

- Conceptualization
- Feasibility assessment
- Establishing design requirements
- Preliminary design
- Detailed design
- Tool design
- Design for Manufacturing

## PRESS RELEASE – For Immediate Release

### **About RB Royal**

RB Royal has been providing custom solutions for customers since 1942. The company, a certified ISO 9001 & 14001 organization, owns and operates a 90,000 square foot facility in Fond du Lac, Wisconsin. RB Royal operates with lean manufacturing principles from the office to the manufacturing floor, all facets of the company are designed with flexibility and adaptability in mind. For more information on their capability's visit the website at [www.RBRoyal.com](http://www.RBRoyal.com). To keep up with RB Royal on social media, you can follow us on [Facebook](#), [LinkedIn](#), or [Youtube](#).