

THE CHALLENGE

High freight costs and increasing scrap levels were two signals that A.L.P. Lighting Components of Mexico needed to find a new plater to chrome coat its large compression molds.

A.L.P. had been using a supplier that was located far from its facility near Monterrey, Mexico. Besides high freight costs, long lead times meant the manufacturer and distributor of lighting components had to carefully manage its inventory — or else risk slowing operations.

Quality was also an issue. “With our previous supplier, the ribs around the mold never got coated, and the chrome surface was too opaque,” says Omar Villasana, Engineering and Quality Manager at A.L.P. Lighting. The result was excessive waste, due to release issues.

“Our challenge,” Villasana says, “was to find a supplier relatively nearby that could apply the chrome better.”

THE SOLUTION

Fortunately, the solution could be found less than 200 miles away at Bales' facility in Harlingen, Texas, which we opened for this very reason: to serve customers in the southern U.S. and in Mexico.

Villasana called and spoke to Jose Gonzalez, Bales Vice President of Product Development. “We explained our situation and the problems with quality, freight and inventory,” Villasana says, adding that Gonzalez assured him Bales would do the job right, while dramatically slashing lead times.

Not only that: when Bales first received the molds, it was clear they needed to be stripped of an old coating. Some parts also needed to be finished or repaired. Fortunately, stripping, finishing and welding to repair molds are all services that Bales offers on site.

“Once they received our parts, they always let us know if there were issues,” Villasana says. “Since they could do all the work there, it saved us time and money.”

THE RESULT

Today, after being treated at Bales, all of A.L.P. Lighting's molds are running well.

“The surface is shiny and the ribs in our molds are coated completely,” Villasana says. “That's really improved our operations performance — reducing scrap levels and increasing part quality. The benefits of improving our freight costs have been true tangibles.”

No matter what challenge you face, Bales will deliver the right solution, on time, with the highest of standards. For more information about our finishing and coating solutions, visit BalesUSA.com



“The benefits of improving our freight costs have been true tangibles.”

- Omar Villasana
Engineering & Quality Manager
A.L.P. Lighting Components
alplighting.com



We Finish What Others Start

Bales Metal Surface Solutions • 815 N. Loop F.M. 509 Harlingen, TX 78550 • 956-412-8388 • BalesUSA.com