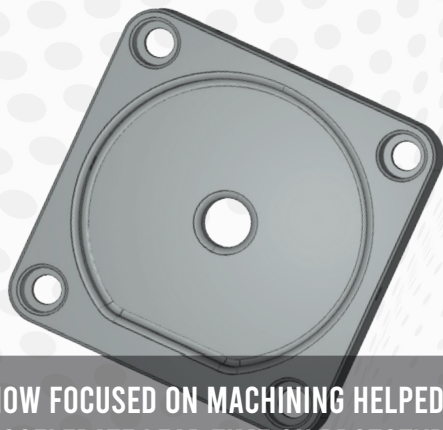


CASE STUDY



HOW FOCUSED ON MACHINING HELPED PURE PRESSURE ACCELERATE LEAD TIME ON PROTOTYPE AND PRODUCTION PARTS.

THE COMPANY —

PURE PRESSURE IS A 100% EMPLOYEE OWNED USA-BASED MANUFACTURER OF ALL MANNER OF SOLVENTLESS PROCESSING EQUIPMENT, INCLUDING ROSIN PRESSES, HASH WASHING VESSELS, ROSIN FILTER BAGS, AND MORE. THEY ALSO SELL EVERY VARIETY OF ACCESSORY ANY SOLVENTLESS EXTRACTION OPERATION COULD NEED, SUCH AS FREEZE DRYERS AND SIFTERS.

INDUSTRY: CANNABIS
LOCATION: DENVER, COLORADO
COMPANY SIZE: 30

THE PROJECT —

THE CHALLENGE: PURE PRESSURE WAS BUILDING AN AUTOMATED HASH WASHING MACHINE REQUIRING QUICKTURN PARTS THAT WOULD UNDERGO CONTINUOUS ITERATION RIGHT UP UNTIL PRODUCTION.

THE SOLUTION: PURE PRESSURE PARTNERED WITH FOCUSED ON MACHINING FOR THEIR QUICKTURN ABILITY ON SMALL PRODUCTION LOTS

THE OUTCOME: FOCUSED ON MACHINING DEVELOPED 5 PROTOTYPE UNITS ON 30+ DIFFERENT PART NUMBERS FOR PURE PRESSURE WITH A 4-WEEK TURNAROUND. THEY THEN MANUFACTURED 25 PRODUCTION UNITS OF THOSE 30+ PARTS A FEW MONTHS LATER.

TWO COLORADO COMPANIES GROWING TOGETHER —

FOCUSED ON MACHINING PRESIDENT JUSTIN QUINN MET PURE PRESSURE FOUNDER & CEO BENJAMIN BRITTON AND PRODUCT DESIGNER KYLE MANUEL AT INDO EXPO, A PREMIER CANNABIS TRADE SHOW, IN 2017.

AT THE TIME, PURE PRESSURE WAS JUST GETTING OFF THE GROUND AND FOCUSED ON MACHINING HAD ONLY 8 EMPLOYEES.

BENJAMIN AND KYLE WERE WORKING WITH OTHER MACHINE SHOPS, BUT THEY WERE FRUSTRATED WITH ONGOING ISSUES SUCH AS **HIGH COSTS**, **LONG LEAD TIMES**, **LIMITED CAPABILITIES**, AND **LACK OF COMMUNICATION**.

WHEN JUSTIN APPROACHED THEM TO ASK ABOUT THEIR MACHINING NEEDS, THEY WERE READY TO JUMP AT A NEW OPPORTUNITY. LITTLE DID THEY KNOW, FOCUSED ON MACHINING WOULD QUICKLY BECOME THEIR GO-TO MACHINE SHOP.

"WE STRIVE TO BE THE TYPE OF SHOP THE MARKETPLACE WANTS," SAID JUSTIN. "EVERYONE'S USED TO SHOPPING ON AMAZON AND GETTING A PACKAGE IN 2 DAYS, SO WE AIM TO CREATE THAT SAME ENVIRONMENT FOR CUSTOMERS. WE CONSISTENTLY QUOTE 3-5 WEEK LEAD TIMES AND DO WHATEVER IT TAKES TO MEET THOSE DEADLINES."

"JUSTIN REALLY WILL DO WHATEVER HAS TO BE DONE TO GET YOU WHAT YOU NEED," SAID BENJAMIN. "HE'S THE KIND OF GUY WHO WILL NEVER LEAVE YOU HIGH AND DRY."

AS A STARTUP WITH LIMITED CAPITAL, PURE PRESSURE MUST BE CREATIVE ABOUT DEVELOPING PRODUCTS AND BRINGING THEM TO MARKET.

"WE'RE CONSTANTLY REVISING AND ITERATING UNTIL WE HIT GO ON PRODUCTION," SAID BENJAMIN. "AND ON TOP OF THAT, WE OFTEN HAVE TO COMMIT TO DATES THAT ARE REALLY DIFFICULT TO HIT."



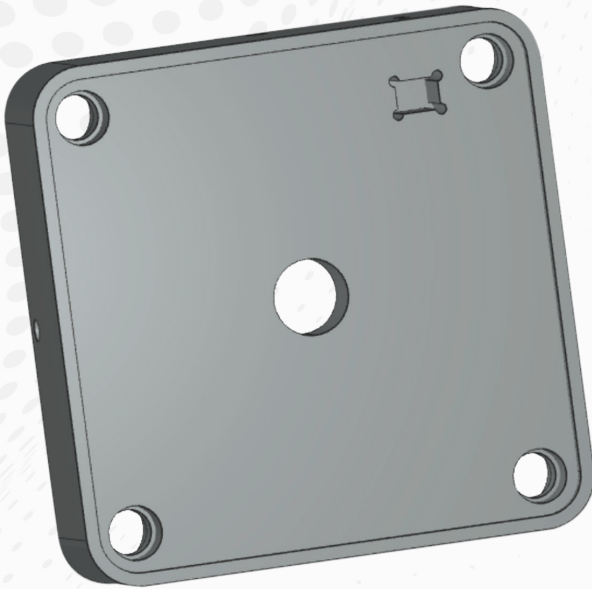
QUICK TURNAROUND ON SMALL PRODUCTION LOTS —

IN DECEMBER 2020, PURE PRESSURE ASKED FOCUSED ON MACHINING TO DEVELOP **35 DIFFERENT PARTS IN QUANTITIES OF 5** FOR THEM SO THEY COULD CONDUCT TESTING BEFORE ENTERING FULL PRODUCTION IN MARCH 2021.

IT WAS A WEEK AND A HALF BEFORE CHRISTMAS, AND PURE PRESSURE NEEDED THE PARTS RIGHT AFTER NEW YEARS SO THEY COULD JUMP RIGHT INTO ASSEMBLY.

FOCUSED ON MACHINING HAD BEEN PLANNING TO CLOSE DOWN FOR A WEEK OVER THE HOLIDAYS. BUT WHEN JUSTIN TALKED TO HIS TEAM MEMBERS ABOUT THIS RUSH PROJECT, EVERYONE AGREED THAT THEY WOULD RATHER STICK AROUND AND GET IT DONE.

“BECAUSE WE HAVE DIGITIZED SYSTEMS IN PLACE TO STREAMLINE PRODUCTION, WE’RE ABLE TO GO FROM MATERIAL BEING ON ORDER TO WORK BEING ON THE FLOOR MUCH FASTER THAN MOST SHOPS,” SAID JUSTIN.



LEVERAGING A NETWORK OF TRUSTED VENDORS —

PART OF DOING WHAT IT TAKES TO MEET TIGHT DEADLINES IS THINKING OUTSIDE THE BOX AND RELYING ON OUTSIDE HELP WHEN NEEDED.

WHEN FOCUSED ON MACHINING REALIZED THAT THEY WOULDN’T BE ABLE TO MEET PURE PRESSURE’S NEW YEARS DEADLINE ON THEIR OWN, THEY DIDN’T PANIC. THEY LEVERAGED THEIR TRUSTED NETWORK OF VENDORS TO SUPPLEMENT THEIR CAPABILITIES.

“WE MANAGE THESE ENTIRE RELATIONSHIPS BEHIND THE SCENES SO OUR CUSTOMERS NEVER HAVE TO JUGGLE LOGISTICS,” SAID JUSTIN.

WITH THE NEW YEARS DEADLINE LOOMING, FOCUSED ON MACHINING DELIVERED THE PARTS TO PURE PRESSURE A FEW DAYS EARLY.

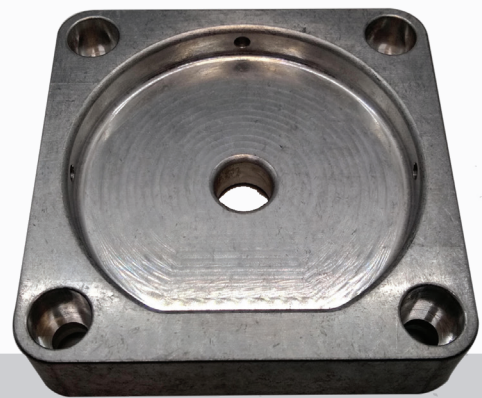
“OF ALL THE COMPONENTS WE HAD COMING THROUGH FOR THIS PRODUCT, FOCUSED ON MACHINING WAS THE FIRST VENDOR TO DELIVER WHAT WE WERE WAITING ON,” SAID KYLE.

A PARTNERSHIP BUILT TO LAST

WHEN IT CAME TIME TO ENTER FULL PRODUCTION A FEW MONTHS LATER, FOCUSED ON MACHINING MANUFACTURED ALL **35 DIFFERENT PARTS IN QUANTITIES OF 25** TO SPECIFICATION.

“WE CAN ALWAYS COUNT ON FOCUSED ON MACHINING, WHETHER WE NEED A PROTOTYPE WITH TIGHT TOLERANCES AND COMPLEX GEOMETRIES OR WE’RE READY FOR A FULL PRODUCTION RUN.”

SINCE BEGINNING THEIR PARTNERSHIP WITH FOCUSED ON MACHINING, PURE PRESSURE HAS SINCE TRANSITIONED ALMOST ALL THEIR PROJECTS TO FOCUSED ON MACHINING BECAUSE OF THEIR PRECISION, RELIABILITY, AND WILLINGNESS TO MEET TIGHT DEADLINES NO MATTER WHAT IT TAKES.



KEY DIFFERENTIATORS —

FOR MORE THAN A DECADE, FOCUSED ON MACHINING HAS PROVIDED HIGH-QUALITY, CUSTOM MACHINED PARTS AND COMPONENTS FOR CUSTOMERS ACROSS A WIDE RANGE OF INDUSTRIES INCLUDING AEROSPACE, ENERGY, MANUFACTURING, FOOD AND BEVERAGE, AND MILITARY.

■ SHORT LEAD TIMES

FOCUSED ON MACHINING SPECIALIZES IN DELIVERING CNC MACHINED PARTS IN 2-4 WEEKS. THAT MEANS HIGH-QUALITY PARTS WHEN YOU NEED THEM.

■ COMMUNICATION + TRANSPARENCY

FOCUSED ON MACHINING COMMUNICATES WITH CUSTOMERS EVERY STEP OF THE WAY. THEY NEVER MAKE ASSUMPTIONS OR KEEP CUSTOMERS IN THE DARK.

■ PRECISION MACHINING CAPABILITIES

MACHINING REQUIRES A TREMENDOUS DEGREE OF SKILL AND AN EMPHASIS ON PRECISION. FOCUSED ON MACHINING EXCELS AT ACHIEVING THE TIGHTEST TOLERANCES AND THE MOST COMPLEX GEOMETRIES.