

Source to the Media

David E. Lawrence
President and CEO

Issue: Every time you turn around there is a new cell phone or electronic must-have introduced into the market place. Besides playing on what is the "new cool" it plays a huge role in manufacturing and the emergence of accelerated product life cycles. The communications industry is heavily fueled by model turn over and emphasis has been shifted to lead time reduction as well as shorter production volume needs. In order to compete, manufacturers must find the balance between increased speed and maintaining quality standards.

In the past, U.S. companies could leverage their high quality and long lasting products in order to hold strong against overseas competition. Longevity is not a dominant issue anymore as any particular mold will only be used for a short time before it is replaced with the next big thing. Lawrence has been integral in D-M-E's creation of a product line catering to this growing industry trend and can speak to it's implications on mold makers both now and in the future.

Manufacturing, plastics and injection molding trade publications are asked to consider D-M-E's David Lawrence as a knowledgeable source on product life cycles and other state of the industry issues. As president of the largest global mold technologies company in North America, he understands the issues facing molders today in the fast changing marketplace. With more than 30 years of experience in the industry, he has held prominent positions in operations, engineering, management and strategic development for D-M-E and other global manufacturing companies.

Professional Affiliations:

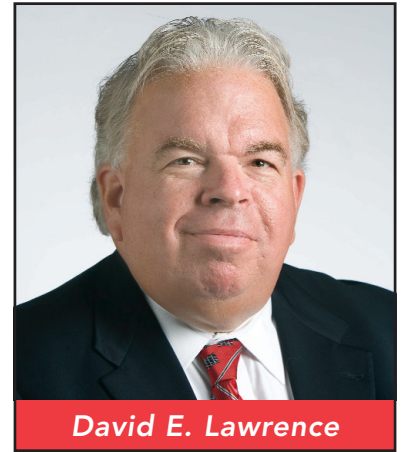
- Treasurer, Society of the Plastics Industry, Moldmakers Policy Board
- Member, Society of the Plastics Industry Global Business Council
- Advisory Board of the Society of Manufacturing Engineers, Plastics Molders and Manufacturers Association
- The Society of Plastics Engineers
- American Society for Quality

Presentations:

- Keynote Speaker – Die Mould India, February 2002

Education:

- Northwood University – Midland, MI, Bachelors of Business Administration, 1994



Providing Media Commentary On:

*The State of the
Manufacturing Industry*

Globalization

Industry Consolidation

Product Life Cycles

*Manufacturing
Operations, Engineering
and Management*

Strategic Development

*Lean Manufacturing
Strategy & Implementation*