

S&S Machine

T.R.U. Ball Company Triggers New Efficiencies

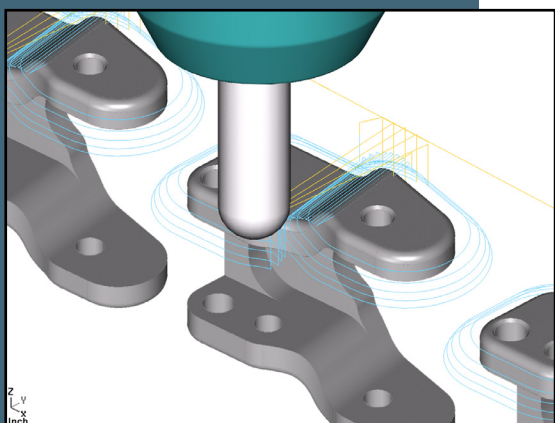
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— **Marc Rentz**
Design & Prototype Engineer
T.R.U. Ball Company
Madison Heights, Virginia

S&S Machine is one of those versatile companies that can be helpful to a broad variety of customers at many different levels. During their 17-year history, they have continually made capital equipment investments that kept them ahead of the competition. With forty machines on the floor, including 22 CNC VMC's, Mills and Lathes, the company has bought smartly. Their production engineers have a selection of machining options at their fingertips that can offer the best solution to the most complex of manufacturing challenges. With their unique combination of machines, software and great people, S&S is comfortable and able to produce precision components efficiently in production runs or as one-of-a-kind prototypes.

Nowhere have they performed better than with their own division, T.R.U. Ball, which is the #1 developer and producer of Archery Release Aids in the country. The top pros, and winners of most of the major archery national championships, rely on the imagination, designs and the precision and quality of their products. To keep pace with the needs of their skilled users, the company uses all of the skills of their engineers and machinists to keep new products coming to the market faster than the swiftest arrow.

Marc Rentz, T.R.U. Ball Design & Prototype Engineer, says, "Mastercam has provided a broader range of options that allow me to do everything faster "from design to production" all within one software package." Our Mastercam dealer was the catalyst that pulled it all together for Marc and T.R.U. Ball. He understood our needs early on and since we have been using Mastercam he has been invaluable with training and helping us tweak applications.



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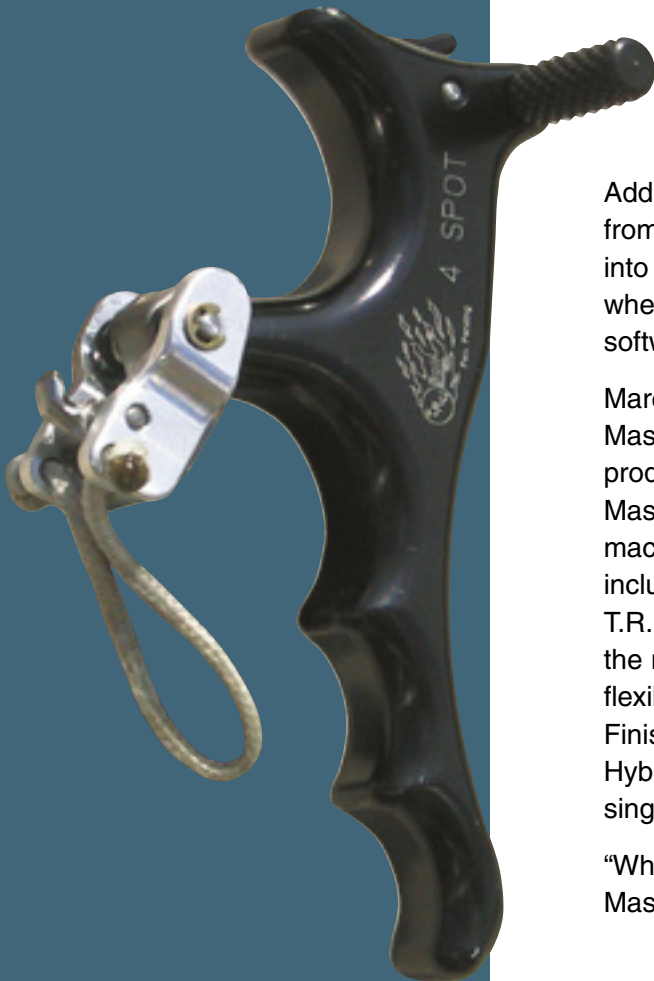
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Marc has used Mastercam to greatly expand the versatility of his department as T.R.U. Ball brings the best in archery accessories to a discerning customer base. "I can now design differently because Mastercam allows me to think in three dimensions." Marc used to send all 3-D work off premises. That took time and more importantly interrupted the continuity of thought. "With Mastercam we can see what we are doing while we are designing. And, we can make refinements within the thought process," adds Rentz.

Additionally, Mastercam is unique in allowing the smooth transition from the design software they use, and then a smooth translation into the most efficient toolpath programs. In a competitive business where innovation is the mark of a leader, the flexibility of the software will pay big dividends in product development.

Marc Rentz and T.R.U. Ball have made good use of many Mastercam functions in the manufacturing of their industry leading products. The company is particularly optimistic after switching to Mastercam with their newfound, expanded capability to do surface machining. Several recent examples of machined T.R.U. Ball parts include the sear cage for the "Sweet Spot", the handle for the T.R.U. Tension and the trigger for the "Short-n-Sweet". Marc and the machinists took advantage of such Mastercam features as flexible Parallel and Radial Finishing, Consistent Z Contour Finishing and 3D Project Machining. Also effective was the use of Hybrid Machining, which automatically changes strategies within a single toolpath.

"What all of us at T.R.U. Ball and S&S Machine liked most is that Mastercam is continually updating and adding new features."



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