



the unseen advantage

WINTER 2016

# The logo has landed



**Like most successful companies, we take our corporate identity very seriously, endeavouring to communicate a consistent, distinctive message through every piece of material we put out into the world.**

And at the heart of this, of course, is our logo – the single most recognisable symbol of our presence and position in the market.

In our 40th year, we decided it was time for it to evolve a little more – giving it a look that’s not only contemporary and stylish, but also sympathetically reflects our past, present and future.

So a few months ago, we briefed our design team at Direction, and during a

period of evolution the new version you see above emerged and will be making its mark when launched in full early next year.

In the new logo, the blue half represents a seal and the yellow counterpart the moulding tool that produces it – neatly encapsulating the process and practice at the core of everything we do.

The symbol also resembles the infinity sign as well, thereby implying the lengths to which we go to improve and diversify through quality and innovation.

“Our new website will be up and running in the new year,” said our MD, Andrew Piper, “and we’re really looking forward to the new logo taking pride of place.”



Welcome to the new edition of our newsletter, keeping you up to date with the latest news and views from DP Seals.

It’s certainly been a year to remember – first Brexit, and now the election victory of Donald Trump. To date, the former seems to have had little impact on our business, but how the new president’s approach to international trade will affect our American customers – well, we’ll just have to wait and see.

But while uncertainty may abound at the moment, that’s no reason not to enjoy a Very Happy Christmas and a Prosperous New Year. And that’s exactly what we wish all our customers and suppliers.

**Andrew Piper**  
Managing Director

### **CHRISTMAS CLOSING TIMES**

*We’ll be closing at 17.30 Tuesday 20th December and reopening 8.30 Tuesday 3rd January*

## Farewell Phil and Congratulations Shane

After 40 years, (yes as long as DP Seals has been in existence) Phil Hendes our long serving Quality manager (amongst his many talents) will be retiring from full-time employment this Christmas. He’s still going to be around to help out and bring on new team members to take over his varied role and we’ll do a full feature on his time at DP Seals in our next issue.



Shane Murphy has been a valuable member of our team in Quality Inspection for a while now and has gone through considerable training for his new role as a fully-fledged

QA representative with direct customer interaction, communicating issues internally and closing out quality issues in line with our stringent QA systems.



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# Connection perfection

*Some of the rubber mouldings produced by DP Seals for Ridgmount Technologies and incorporated in the connector below.*



**Having first worked with us almost 20 years ago – then with French multinational Radiall – Ridgmount Technologies’ Technical Director, Mark Limbert, had our name at the top of his list when asked to manage a design project that required rubber seals.**

The component in question was a new connector with a unique cross-sectional profile to be used in military, industrial and hazardous environments – in particular, immersion and exposure to weather extremes. In all cases, maintaining optical continuity for communication, data or sensing was absolutely essential and product malfunction or failure simply wasn’t an option.



*Cross section shows the face seal, a vital component performing a critical dynamic function at the optical mating face.*

Drawing on our expertise and experience of customising solutions for extremely harsh conditions, one aspect of the project required the over-moulding of rubber onto a tubular anodised aluminium substrate, ensuring compliance to stringent MIL specifications.

Another equally challenging requirement was the face seal – a vital component in that it not only located and sealed the precision optical insert within the shell of the host connector

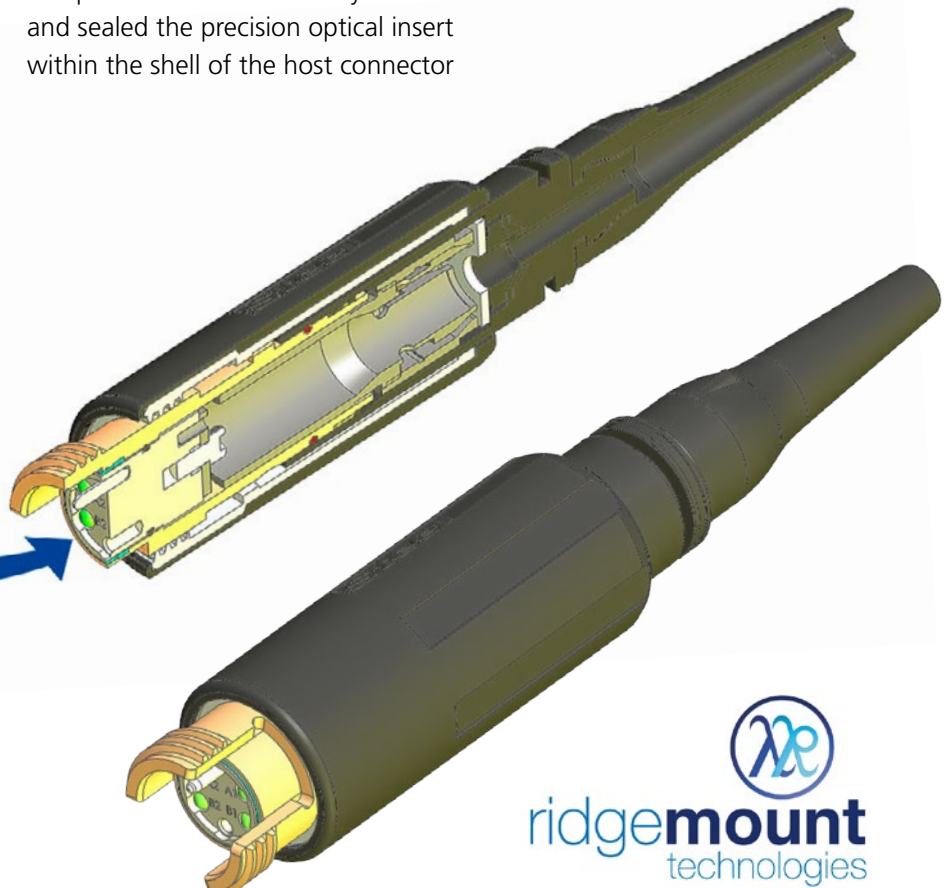
but also performed a critical dynamic function at the optical mating face. To do this it displaced into a pre-determined diametric cavity, so as not to impair the functionality and optical performance of the mating optical inserts, while also maintaining the sealing of the host connector.

Mark Limbert was delighted with the end result and said,

*“Throughout the development process, DP Seals has played a vital role in delivering technical excellence and a first class product in a timely manner. Such service levels and confidence makes managing new product introduction relatively stress free.”*

And our MD, Andrew Piper, was just as pleased, saying,

*“This product is yet another example of us responding quickly to the challenging problems and high specification requirements of customers who need custom rubber mouldings for harsh environments.”*



# You'll be on the right track when you follow our guide

With the launch of our new on-line Guide to Custom Rubber Mouldings, you'll now have immediate access to a comprehensive source of essential information and be able to enjoy a unique overview of the process from beginning to end.

The guide covers its subject in a clear, logical way – starting with the reasons for choosing custom designed mouldings rather than their standard counterparts, explaining what seals can do to enhance performance and reliability, highlighting the materials available and all their relevant attributes, and outlining the different moulding techniques and their suitability for individual projects.

In short, it's an invaluable grounding in every aspect of custom seals and mouldings – and a readily reliable reference for everything you need to know.



## Now you can see what makes us tick

Choosing the best partner for your project can be a key factor in its success. So when you decide we're the people for the job, what can you expect from us?



### On time, every time

- In-house project management to keep things on track
- On-line data exchange and CAD/CAM links to speed up communication
- In-house tool room for faster production
- 3-D printing of prototypes to speed up testing and quickly iron out problems



### Quality without compromise

- One of the UK's first custom rubber moulding manufacturers to achieve ISO9001
- Accredited to ISO 14001, OHSAS 18001, AS 9100 and BAE systems approval.
- Unique closed cavity moulding process
- Automated cryogenic cleaning systems for flashless mouldings



### Specialist expertise

- In-house tool making and complete design process to solve your most difficult issues
- Unrivalled materials expertise in advanced rubber technology for extreme environments
- Pioneers in precision moulding extremely soft rubbers down to 10 Shore
- In-tool rubber-to-metal bonding



### Added value, extra support

- Chemical Compatibility app to help you research rubber material suitability any time, anywhere
- Exclusive 'Masterclass' videos for invaluable advice on designing custom rubber seals and mouldings
- Unique Guide to custom rubber seals to broaden your knowledge still further
- No obligation, expert advice from our materials technologists



# Show-stopping 3-D printing

With 3-D printing one of the most exciting technologies to have emerged in recent years, we feel duty bound to keep fully abreast of the latest developments and take advantage of all the possibilities that could benefit our customers

So the TCT Show at the NEC in September was a must for us, enabling us to meet the 3-D experts face-to-face, gain an invaluable insight into where the technology is heading and keep tabs on a process that's bound to affect our industry in the future.

While none of the current alternatives comes close to the performance of thermoset-rubber as a printable and rapid prototype material, there may well be plastic-based



materials coming through that could be printed into moulding tools – and we'll obviously be keeping a very close eye on how that develops. Rubber will continue to be a difficult medium for 3-D printing due to the need for higher cure temperatures

and pressure levels, however, we're already seeing an improvement in the materials we are using for our 3-D prototyping. Definitely one of the more interesting and rapid-growth industries to look out for in the months and years to come.

## Shooting stars – *in conversation*



We've always believed that keeping our customers informed and broadening their knowledge was all part of the service and we're now doing that in an entirely new way – namely, our own exclusive 'In Conversation' videos in which Andrew

Piper explores and explains all the important aspects of rubber seals and mouldings.

Each of the videos will be around five minutes long and the first – available to view via our website from next January

– focusses on material hardness and how that particular characteristic can affect applications, design, moulding and performance. Others in the series will cover Chemical Compatibility, Quality, Temperature and Tolerances.

Once we'd overcome the initial shock of being front of camera, recording became more and more enjoyable, and we hope that shows in the final cut. While we're not expecting a BAFTA for 'Best Animated Short Featuring Seals', we are confident that you'll find plenty of interest in each and every video. So keep an eye out for them early in the new year.



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YouTube

email us at [sales@dpseals.com](mailto:sales@dpseals.com)

Of course, most importantly, we're available face to face, so feel free to call on **01202 674 671** and we'll be pleased to arrange a time to meet up with you to discuss requirements.



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