

Value-added engineering

OEMs are striving to make components lighter, quieter, sustainable and more cost-effective. Ginho positions itself as the partner to help meet these goals



Technology and process optimization are key to cost control in automotive component production. With more than 150 engineers in materials, manufacturing and R&D, multinational supplier Ginho has a wealth of expertise and experience, coupled with advanced simulation software to explore designs and solutions. With operations spanning Asia, North America, Europe and the UK, the company says that it essentially offers customers a global partnership, with access to its manufacturing capabilities via strategically located international divisions.

Core to its capabilities is the ability to optimize technology, processes and costs – the essential principles of Value Added Value Engineering (VAVE). VAVE is not just something that is explored at the start of a customer's concept; according to the company, customers are able to gain advantages from VAVE initiatives throughout a project's life.

"Ginho is adaptable to OEM and regulatory mid-life project requirements," explains European managing director Shaun Gray, "so there could be an opportunity for our team of engineers to look at how a process could be simplified, consolidated or respecified. Or maybe find a lighter solution, a quieter solution, with lower emissions, easier assembly, less wear or a longer life."

Having brought hundreds of bespoke components to market for customers over the years, the team at Ginho has accumulated considerable experience in delivering new products to multiple sites globally, on time and in full. By adding value at every possible

touchpoint, the company seeks to provide a dedicated service for customers throughout a product's launch process for both prototypes and serial volume business.

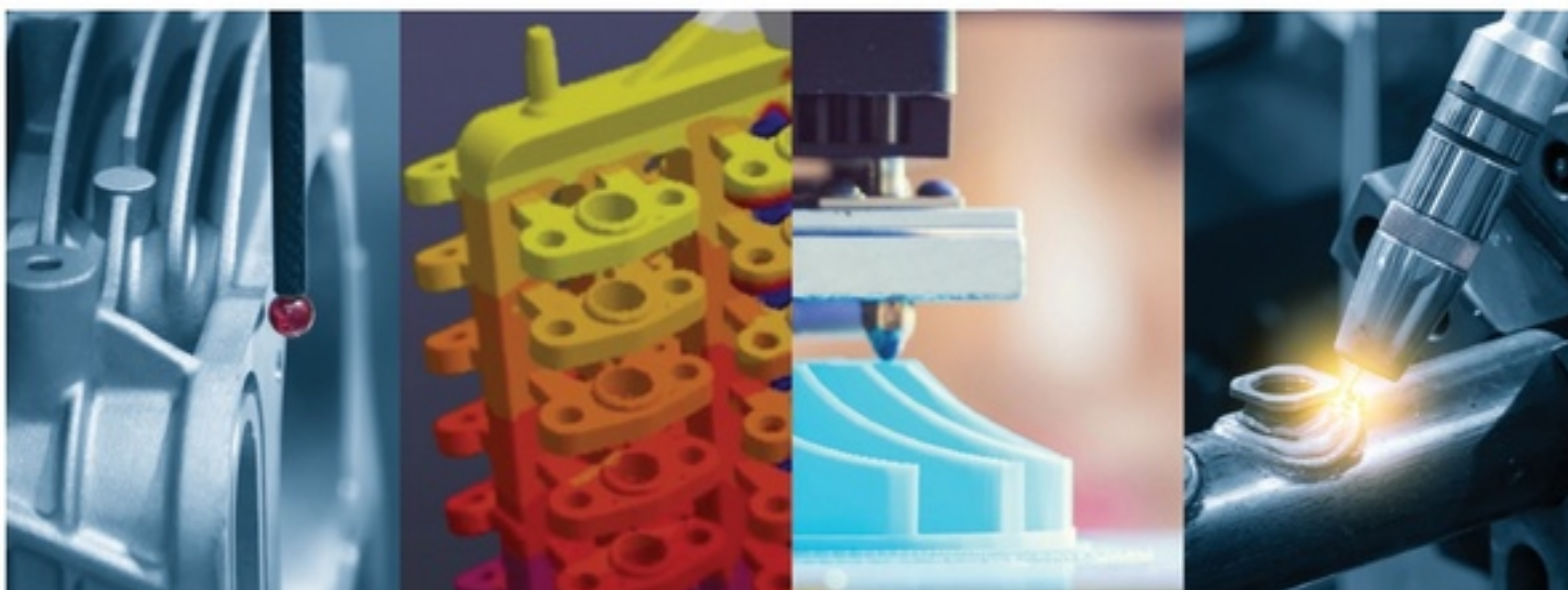
While Ginho's manufacturing plant in China can flex to meet the needs of customers, it is the addition of local services in global locations that it says adds value. For example, its Production Part Approval Process (PPAP) systems are expansive. While the scope of each and every PPAP requires precise scrutiny, with all stages of production in-house, the company says that any extra checks or amendments can be managed quickly and efficiently. Ginho also highlights that transparent communication is key in the delivery of a successful product launch.

Emission components are one of Ginho's key specialist areas. It produces components in a wide range of temperature-resistant alloys for many global automotive component manufacturers, for use in both passenger and commercial vehicles, meeting varied demands in terms of cost, volumes and durability for up to a 15-year working life. In terms of material selection, stainless steel is used for medium-temperature applications and high nickel and chromium materials for higher temperatures. The company also has induction melting furnaces to offer extremely clean, low-carbon-content super-alloy materials, which also improve weldability during the assembly process.

Notably, the company says that it always looks to combine components to produce subassemblies in a bid to help customers drive down assembly time, and it keeps a keen eye on weight reduction to lessen excess material cost. Its in-house casting techniques and technology give excellent surface finish and dimensional results, providing cost-effective solutions to the market and removing the need for additional process steps such as machining and fabrication.

As a result, components and steels manufactured by Ginho meet ever-increasing OEM demands for hot end-performance-related products, as the sector continues the drive to reduce emissions in line with the new Euro 7 standards being introduced in 2025. ©

Below: One of Ginho Group's core skills is an ability to optimize processes, costs and technology



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