

## **CoorsTek Announces New Rapid Product Introduction Teams**

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*Specialized teams work with customers to quickly design, develop, manufacture, and deliver new products.*

Golden, Colorado, July 2, 2003 – CoorsTek today announced the launch of its new specialized Rapid Product Introduction Teams. From initial concept to complete, packaged, and delivered goods, these teams are designed specifically to help customers rapidly execute new product introductions.

Each of over 20 CoorsTek facilities offer dedicated teams to quickly implement customer product prototypes and final-production components and assemblies. Design engineering, material selection, advanced prototyping, supply chain management, component production, assembly services, packaging design, and inventory management are provided in a parallel-path, rapid-execution format to ensure the fastest possible release.

Integrating the various capabilities of the company to provide a comprehensive rapid product development offering comes naturally to the company as they already serve many customers with demanding product development timelines. “This service provides a complete solution to customers requiring a fast response to market demands,” notes Mark Petty, Vice President of Sales and Marketing for CoorsTek.

CoorsTek design engineering expertise has proven a substantial capability for their diverse customer base. “One of our greatest strengths is our ability to adapt customer designs into easily manufactured designs – improving final product quality, reducing cost, and speeding the final product to market,” Petty continues.

All CoorsTek facilities comply with internationally recognized manufacturing and quality standards like ISO-9001, ISO-14000, and QS-9000 and use modern, best-practice methods like lean manufacturing, in-process inspection, and parallel-path development.

CoorsTek designs and manufactures components, integrated assemblies and automated systems for high-technology applications. Using technical ceramics, precision-machined metals, and high-performance plastics, CoorsTek engineered solutions enable its customers' products to overcome technological barriers and improve performance. For additional information on CoorsTek, visit their website at [www.coorstek.com](http://www.coorstek.com).

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