

PENNENGINEERING® EMPLOYEE SPOTLIGHT SERIES

HOW I THINK INSIDE THE BOX™

An interview with Brian Bentrin, Vice President, PEM® New Product Development and Product Engineering

You've been a PennEngineering® team member since 1996. How has your work evolved since then?

When I started at PennEngineering®, I worked on developing an internal system to design, tool, and price out product. This exposed me to all aspects of product development – from production and application usage to costing. I soon moved into an Applications Engineering role, gravitating to projects that had complex design challenges. This naturally led me to New Product Development.

Tell us more about the New Product Development group.

We've grown into a large, international team. The global NPD group is comprised of engineers with varying specialties across 3 countries. In collaboration with our PROFIL® team, we're making new and innovative products and pushing the envelope of fastening technology into the future.

Talk about the PEMedge™ Teardown Service offered by your team.

PEMedge™ Teardown Service is a program that has garnered much respect from our customers over the years.

At no cost to the customer, we take their product – smartphone, server, cars, household appliance, practically any commercial or consumer product – and disassemble it to identify alternative fastening solutions that can enable better applications. This can be anything including making a product stronger, sleeker, thinner, less expensive, with fewer parts, or with faster assembly time.

What was the biggest surprise you've seen with a teardown?

The recommendations we presented for one customer teardown included the use of an off-the-shelf part from one of our competitors. The customer liked the suggested alternative solution but wanted PennEngineering® to supply the part, which we did not offer. Instead of purchasing the standard part from our competitor, they chose to have us custom design the part for their application – knowing that our quality and engineering expertise made it worth their extra investment.

Is there a secret to staying innovative?

Always try new things. Be open to new ideas. Look around and allow yourself to be exposed to different things and different ways of thinking. Ask questions (lots of questions). Stay honest.

What excites you most about the future of fastening solutions?

Fastening is an enabler of things. Any time you have more than one element, you need a fastener to hold them together. As the world changes and technology evolves, our solutions will continue to evolve and drive future innovation. How that happens – and being part of the experience – is what excites me and our entire NPD team.



**Brian Bentrin, VP PEM®
New Product Development
and Product Engineering**

Brian Bentrin always enjoyed building and tinkering. As a child, he'd take apart almost anything and try to put it back together. And with a line of engineers in his family tree, it's no surprise he chose a career path that includes designing and developing innovative solutions.