

PRECISION SHEET  
METAL SOLUTIONS

MINNEAPOLIS, MN  
LAKE HALLIE, WI



# Your name is on the outside.

The metal behind it is ours. Atlas cuts, forms, welds, finishes and assembles the sheet metal that carries your brand. **One supplier for the fabrication. One purchase order. One point of accountability.**

# ATLAS

Shaping The Metal Behind Your Brand™

FABRICATING SINCE 1962

[ATLASMFG.COM](http://ATLASMFG.COM)

## Every part passes. The assembly still **binds**.

A chassis comes from one shop. The door comes from another. Powder coat happens at a third. Each supplier hits its own print, and every one of them is technically correct.



Parts are the easy half. The assembly is where the money is.

Then the pieces meet on a bench and the door binds. Now there are three quality reports, three lead times, and a week of phone calls to settle **whose tolerance moved**.

### SCHEDULE

#### Three vendors, three lead times

Every hand-off is a place the schedule can slip, and it slips out of sight. The delay shows up at the assembly bench, weeks after the decision that caused it.

### ENGINEERING

#### Time spent chasing, not designing

Hours that belong to the next revision get spent expediting the last one. Vendor management is not engineering work, but somebody has to do it.

### ACCOUNTABILITY

#### Nobody owns the stack-up

When three suppliers each meet their own tolerance and the assembly still fails, no single vendor owns the failure. The buyer owns it by default.

# Atlas closes the box it produces.

Atlas has been fabricating sheet metal in Minneapolis since 1962. Laser, punch, form, weld, finish and assembly all happen in our own plants. **When the same company cuts the blank and closes the box, there is no hand-off in the middle of the lead time and no argument about whose tolerance caused the fit.**

**1962**

 FOUNDED  
PRIVATELY HELD

**2**

 U.S. PLANTS  
MN & WI

**108,000**

 SQUARE FEET  
MANUFACTURING

**ISO**

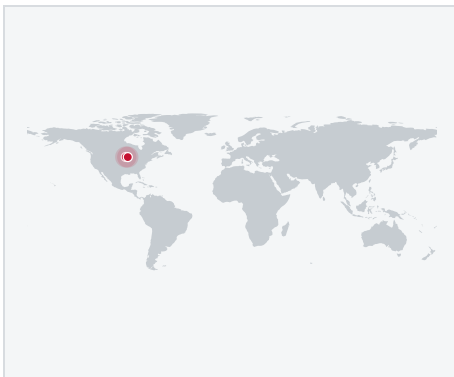
 9001:2015  
CERTIFIED

**1 Source**

 COMPLETE  
MANUFACTURING

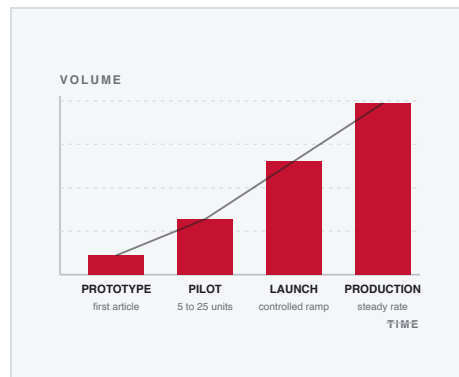
## PROOF, NOT PROMISES

## Three things a buyer can check.



### GLOBAL REACH

Finished assemblies ship worldwide from two Upper Midwest plants. Atlas also manages a supplier network for work outside our shops: machining, molding, 3D printing, anodizing, plating and printing.



### CONCEPT TO SCALE

A documented NPI process, not a one-off inspection. Discovery, design for manufacturability, prototype, first article, then full production. Every stage has an owner and a sign-off.



### CERTIFICATION

Registered to ISO 9001:2015 by Perry Johnson Registrars. Our processes are qualified, documented and streamlined, so every part meets the same high standard, order after order.



MINNEAPOLIS, MN. SIXTY-PLUS YEARS ON THE SAME TRADE.

## Three steps from concept to **finished assembly**.

1

### Send us a concept

Send a drawing or a solid model. Quoting returns pricing along with design-for-manufacturing notes on anything that drives up cost once it reaches the shop floor.

2

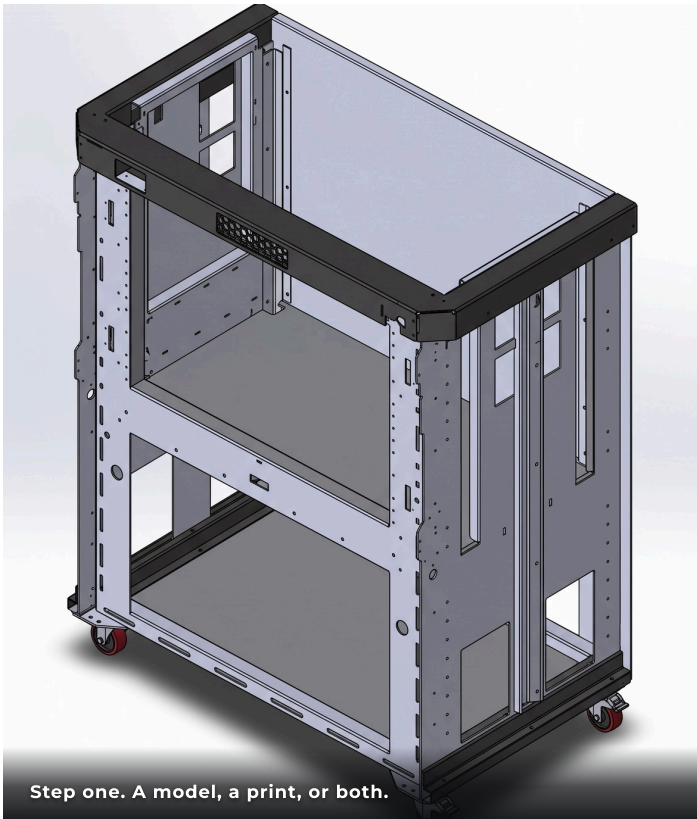
### Approve the first article

We build it, measure it, and send the inspection report with measured dimensions against your print. Nothing moves to production until you sign it off.

3

### Receive finished assemblies

Built, fastened, finished, labeled and packed. One purchase order, one packing slip, one number to call when something needs to change.



### BEHIND THOSE THREE STEPS, FIVE STAGES

#### Discovery

Ask questions  
Listen and understand  
Study solutions

#### Design

Part and assembly  
Design for manufacturability  
Process flow  
Program requirements

#### Prototype

Move to production floor  
Measure part conformance  
Measure process compliance

#### Approval

First article inspections  
Iterate as necessary  
Final part approval

#### Production

Mass customization  
Production management  
Inventory management  
Kanban, vendor managed

## Every process that touches your part is **ours**.

Atlas brings the full scope of manufacturing together under one partner, from fabrication, forming, welding, finishing and assembly to the outside processes and suppliers needed to deliver a complete solution.



PUNCHING



POWDER COAT

### SHEET METAL PUNCHING

High volume punching with automated load and unload for unattended lights-out running.

**TRUMPF TruPunch**

### VALUE-ADDED ASSEMBLY

Mechanical and electro-mechanical build, component integration, and final assembly.

### PACKAGING & LOGISTICS

Packaging designed and performance tested, labeling applied, and stock held to a Kanban pull.

### COSMETIC FINISHING

Powder coating and metal component finishing in house, on the same floor as the weld cells.

### LASER CUTTING & MARKING

A full line of fiber lasers across materials, cut straight from your CAD data with no hard tooling, so prototype and production run the same programs. **Bystronic and Salvagnini**

### ROBOTIC & MANUAL WELDING

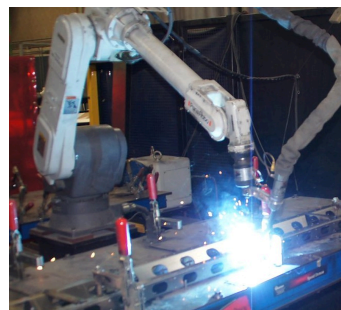
Value stream mapped so parts reach the weld robots in continuous flow instead of batches, with cross trained welders in cells for every assembly. **Yaskawa ArcWorld 6200**

### SUPPLY CHAIN SOLUTIONS

Machining, injection molding, metal and polymer 3D printing, anodizing, plating, electropolishing and graphics, through suppliers we manage. **One purchase order**

### SHEET METAL FORMING

Automated panel bending and press brake forming with robotic tending on repeat work. **Salvagnini P2, Bystronic brakes**



## Industries that cannot afford a fit problem.

A rack that will not close, a cart that rocks, a counter that will not seal. These are not cosmetic problems in the field. They are returns, rework and a launch date that moves.



### HPC & DATA CENTER

Racks, chassis, bezels, wireway, side panels and cooling trim, built and populated.



### OEM ENCLOSURES

Enclosures for advanced computing, portable power and industrial equipment.



### RETAIL DISPLAYS & KIOSKS

Short life cycles and tight pricing, where concept has to translate into a shippable fixture.



### MEDICAL & DENTAL

Device frames, carts and housings built to a controlled and repeatable process.



### FOOD PREP & STORAGE

Stainless cabinets, freezer and refrigerator components, and high touch stainless assemblies.



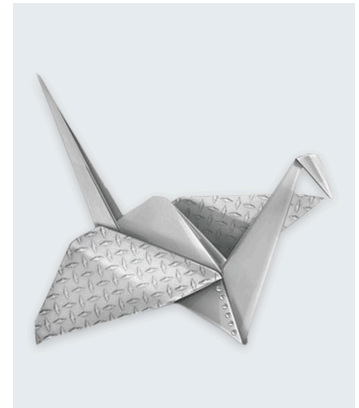
### RETAIL BEVERAGE

We fabricate the structural skeleton behind the customer interface, built in matched runs.



### INDUSTRIAL EQUIPMENT

Welded assemblies, frames, electronic enclosures and equipment housings for machines that have to survive a factory floor.



### ANYTHING FORMED

If it is sheet metal and it has to fit something else, it is work Atlas has done before.

# Finished work, wearing other companies' names.

Our assembly team brings together precision fabricated metal components, complex mechanical assemblies and the systems that go inside them. **What ships is a finished unit, not a part: built, fastened, finished, labeled and packed, ready to go straight into your own line.**



## HOW A NEW PRODUCT GETS HERE: THE ATLAS NPI PLAYBOOK

Every launch runs the same seven stages, and every stage ends in a document you receive. You always know which stage your product is in and what arrives at the end of it.

| 01                                                                                  | 02                                                                            | 03                                                                              | 04                                                                                                    | 05                                                                                   | 06                                                                                      | 07                                                                                      |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| QUOTE & DFM                                                                         | KICKOFF                                                                       | PROTOTYPE                                                                       | REPEATABLE                                                                                            | PILOT BUILD                                                                          | LAUNCH                                                                                  | SUSTAIN                                                                                 |
| Your drawings, models and BOM get a manufacturability review before a price is set. | Sales engineering, operations, quality and supply chain meet and run an FMEA. | First parts built, then measured on CMMs against every dimension on your print. | Routings, visual work instructions and Gauge R&R, so every shift and operator builds it the same way. | A small lot on final tooling, measured for throughput, scrap, rework and cycle time. | Operators trained, then first-pass yield, TAKT time and scrap watched as volume climbs. | Cost-down reviews, automation and process improvements, and a look back at what worked. |
| <b>YOU GET</b><br>Quotation package                                                 | <b>YOU GET</b><br>Kickoff deck and timeline                                   | <b>YOU GET</b><br>Build report and FAI                                          | <b>YOU GET</b><br>Routing and control plan                                                            | <b>YOU GET</b><br>Pilot data and PPAP                                                | <b>YOU GET</b><br>KPI performance reporting                                             | <b>YOU GET</b><br>Lessons learned report                                                |

## Send us a concept. We will quote it.

A drawing or a solid model is enough to start. Quoting comes back with pricing and with design-for-manufacturing notes on anything that will cost you money on the floor.

**[sales@atlasmf.com](mailto:sales@atlasmf.com)**    **[612.331.2566](tel:612.331.2566)**

### NOT READY TO QUOTE

Ask for the Atlas capabilities overview, a longer look at equipment, processes and finished work. Request it at **[sales@atlasmf.com](mailto:sales@atlasmf.com)** or call the Minneapolis plant.



### Minneapolis, MN

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HEADQUARTERS • FABRICATION • ASSEMBLY

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48,000 SQ FT • HIGH TOUCH STAINLESS