

Dudley Associates Ltd

Technical Low - Medium Plastic Injection Moulding

Concept Development | In-house Toolmaking



Where Precision and Partnership Bring New Concepts to Life – All Under One Roof

Proud To Be Part Of



Precision Toolmaking | Technical Plastic Injection Moulding

Our People



OUR CORE VALUES

DRIVEN BY OUR CORE VALUES



CAN-DO ATTITUDE

*"Solutions, not
obstacles"*



COMMITMENT

*"Reliability and
consistency"*



TEAMWORK

*"Openness
+ Collaboration =
good outcomes"*



CONTINUOUS IMPROVEMENT

*"Challenge,
refine, evolve"*



PRIDE IN OUR WORK

*"Care, quality,
detail"*

One team. One standard. Excellent outcomes.

Senior Leadership Team

Experienced, practical leadership across Operations, Sales, and Finance



Specialist businesses. Shared standards. One group.

Uncomplicated
Group

Part of Uncomplicated Group

Dudley Associates and Techmarkets sit within the same group.

DUDLEY
ASSOCIATES



TECHMARKETS



Uncomplicated
Group

Steve Lawrence

Owner



Brett Nixon

Operations Manager



Anil Topiwala

Finance Manager



Katie Weston

Technical Sales Manager



Mark Normal

Toolroom Manager

FINANCE | ADMINISTRATION | SALES | MOULDING & ASSEMBLY TECHNICIANS | TOOLMAKERS | OPERATORS | STORES & LOGISTICS

“

Why We Exist.

**We exist to deliver
certainty in
complex plastics
manufacturing –
enabling our customers
to perform,
compete, and grow...
with confidence.**

Dudley Associates at a glance

Precision toolmaking | Technical plastic injection moulding | UK manufacturing since 1991



Established in 1991

A long-standing UK manufacturing partner with practical experience across tooling, moulding and product development.



Market leader in precision toolmaking and technical plastic injection moulding

In-house capability that helps take ideas, RFQs and product challenges into reliable production.



Specialising in low to medium volume moulding

Built around technical support, repeatability and responsive project delivery.



Supporting a truly diverse client base

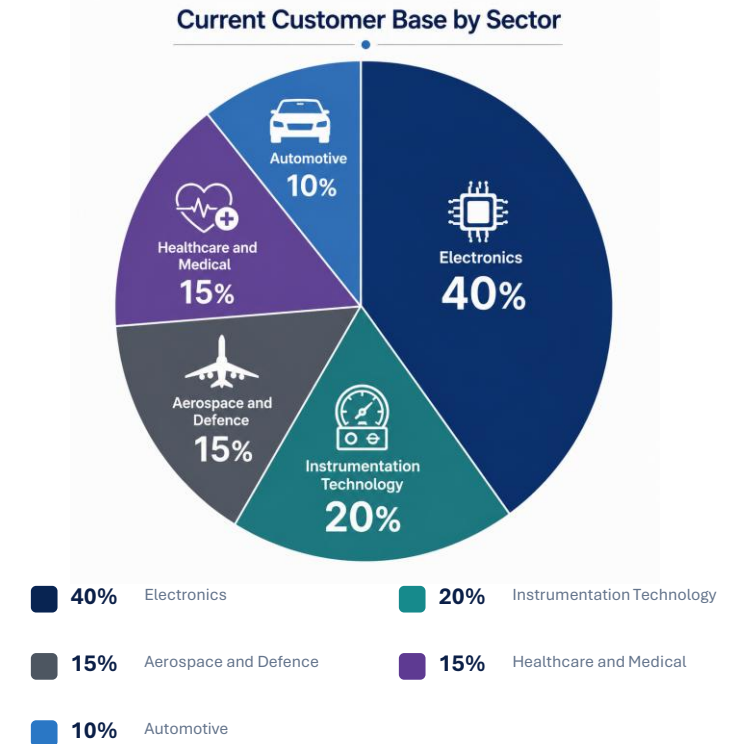
Known-fit experience across electronics, instrumentation, aerospace, defence, medical and automotive applications.



Proud UK Manufacturer

Current Customer Base by Sector

Balanced experience across specialist manufacturing sectors



What We Do – under one roof.



Concept Development & Design

- In-house Design Manager
- Technology-driven design collaboration
- 3D CAD software
- Material selection – both thermoplastics and elastomers
- Mould-flow analysis (Moldex)
- Feasibility (DFM) reporting
- Cross-functional support



Technology-led, Precision Toolmaking

- Roeders 0.002mm accuracy
- Lights-out capability
- Dedicated team with 10+ years service
- Strong expertise with prototype development and aluminium tooling
- P20 and fully hardened steel tooling, multi-cavity, inserts, sliders, hot-runner systems
- Obsolescence protection – in-house tool modifications and maintenance



Injection Moulding & Secondary Operations

- Press range 35 to 300 tonne
- Modern and hybrid machinery
- Robotics and automation
- Cleanroom ISO class 8
- Overmoulding and twin-shot moulding
- Experience with high-performance thermoplastics such as PEEK and Ultem
- Drilling, tapping, inserting, assembly
- Bespoke packaging

What This Means...?.



1. De-risk Critical Manufacturing

Supporting high-risk sectors where quality, precision and reliability are non-negotiable.



2. Solve Technically Demanding Challenges

Applying deep expertise across aerospace & defence, automotive, electronics, medical and scientific sectors.



3. Engineering Outcomes, Not Just Components

Delivering tooling and moulding solutions that directly impact products and life-cycle success.



4. Building Long-term, Trusted Partnerships

Driven by EOS discipline, enabling continuous improvement, scalability and stability - reflected in 88.5% customer satisfaction.

[Survey 2025]



5. Delivering Consistent, Accountable Performance

Through structured, agile processes, optimised total cost of ownership, and a blend of UK manufacturing strength with global collaboration - from concept to production and beyond.

POWERED BY OUR PROVEN PROCESS

From initial concept to production support, our process is designed to reduce risk, improve communication and keep projects moving.



*Indicative timings only. Please speak with your Account Manager to confirm project-specific lead times.

Our Achievements

DUDLEY
ASSOCIATES



2025 KPI Snapshot & Strategic Targets

Clear performance markers across delivery, new concept conversion, export activity and long-term growth.

KPIs for 2025



2.9m



Parts shipped 2025



54



New concepts won 2025



8.6%



Exports

Short and Long-term Targets



18%



Revenue growth YOY



2026/27



Corporate & social responsibility



500



New concepts delivered by 2035

“We measure what matters, so we can solve issues and create traction.”

EOS™

S.M.A.R.T. Goals Within EOS™

Using clear, measurable goals to turn strategy into ownership, focus and traction.



SMART goal discipline

S

Specific

A clear outcome, not a vague intention

M

Measurable

A number or milestone that defines success

A

Attainable

Ambitious, but achievable with the right resources

R

Realistic

Aligned to priorities, capacity and business needs

T

Timely

A defined date, cadence or review point

EOS™ execution lens

**Clear goals.
Clear ownership.
Consistent traction.**

Within EOS™, SMART goals help convert the ten-year vision into short-term priorities that are visible, accountable and reviewed consistently.

Applied across the six key components:

Vision**Data****Process****Traction****Issues****People**

SMART goals keep the business focused on what matters, who owns it, and when it needs to happen.

WHY EOS MATTERS TO OUR CUSTOMERS



1 KNOWING WHAT MATTERS

- Shared priorities
- Clear project direction
- Better decisions



Less confusion. Faster progress.



2 CONFRONTING PROBLEMS EARLY

- Risks made visible
- Root causes addressed
- Honest conversations



Fewer surprises. Less rework.



3 FOLLOWING THROUGH

- Clear ownership
- Measurable actions
- Progress reviewed



Commitments become delivery.

CLEARER COMMUNICATION • LOWER PROJECT RISK • MORE DEPENDABLE DELIVERY

Removing the Fear from New Tooling Investment

New for
2026



No Risk Development Guarantee

When trusted with the manufacturing of your next market-leading product, we guarantee...



Investing in new tooling can feel like a big step, especially when the part, material, cost, performance and production route all need to be right.

Our **No Risk Development Guarantee** is designed to give customers confidence before committing to full tooling investment.

We use a structured development approach to challenge the design, review manufacturability, assess material suitability and identify potential issues early. That means fewer surprises, clearer decisions and a more controlled route from concept to production.

It is our way of **turning uncertainty into a practical, accountable process.**

ZERO SURPRISES. EXPERTLY MAINTAINED. FUTURE-PROOFED RESULTS.

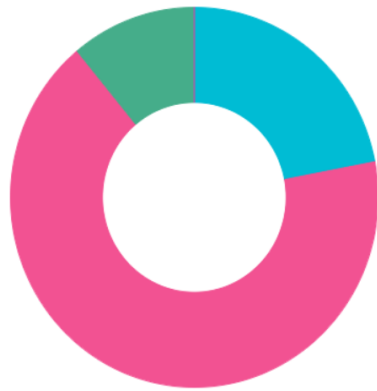
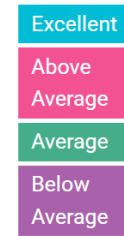
Precision. Partnership. Performance.

What Our Customers Say

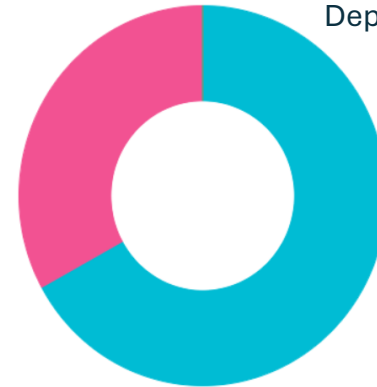
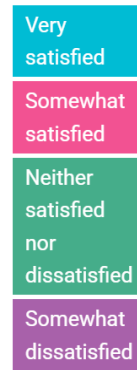
Customer Survey 2025.



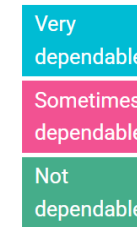
Value For Money



Pricing Satisfaction vs Competitors



Dependable Lead Times



Rework Issues



HEALTHCARE & MEDICAL



| ceramisisys

– Ceramisisys UK

“Quality of product.”

AUTOMOTIVE



“Great up-front technical support and a genuine drive to provide the best possible service.”

– Marelli Automotive

ELECTRONICS



“You keep to your deadlines..”

– Platinum Stairlifts

Thank you for your time...

We look forward to
supporting you on your next
market leading project.

Katie.Weston@DudleyAssociates.com

0044 (0) 1455 558825

0044 (0) 7754 857071

www.DudleyAssociates.com

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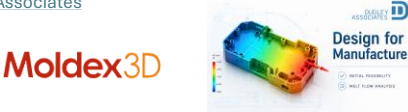
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Design Feasibility and Process	Dudley Associates explains how injection moulding design feasibility, DFM and Moldex3D analysis help reduce tooling risk before metal is cut.	Injection Moulding Design Feasibility: What Happens Before We Cut Metal? - Dudley Associates 
Why Injection Moulding?	When should a fabricated plastic part become an injection moulded component? Dudley Associates explains the cost, waste, repeatability and ROI benefits of moving from fabrication to mould tooling.	Injection Moulding vs Fabricated Plastic Parts: When Tooling Becomes the Smarter Commercial Decision - Dudley Associates 
Family Tools and Turnaround Sprues	Dudley Associates discuss creative tooling designs for family tooling and turnaround sprue to support low to medium volume production.	Getting Creative with Turnaround Sprues and Family Tooling - Dudley Associates 
Our Business Structure	Dudley talk about the benefits of being a part of a larger manufacturing group whilst maintaining their specialism and agency	A Fresh Approach to Manufacturing: How Dudley Associates Benefits from Being Part of Uncomplicated Group - Dudley Associates 
Early Concept Development – a practical guide	A Practical Guide to Turning an Idea into a Manufactured Injection Moulded Product. Injection moulding insights and advice to get the best.	Product Design Injection Moulding By Dudley Associates 
Material Selection for Plastic Injection Moulding	Dudley explain the difference between commodity plastics and high performance engineering polymers and different applications	How Do You Choose the Right Material for a Plastic Injection Moulded Component? - Dudley Associates 
Will Aluminium Tooling do the job?	Dudley Associates discusses some misconceptions around soft tooling and aluminium tooling, explaining that tooling grade aluminium can produce thousands of parts	"Soft Tooling"? Not Quite.. - Dudley Associates 

Some Helpful Resources...

Copy	Description	Location
Prototype Tooling and Unknown Materials for Mould Flow Analysis	Dudley Associates explain what happens when a new raw polymer becomes available, but the data is not available for mould flow analysis	When the Material Doesn't Exist (Yet!): A Story of Persistence in Prototype Tooling - Dudley Associates 
Over Moulding and Busbars	Dudley Associates explains why overmoulding is an art as well as a science and how their capabilities are helping industries involved with electrification	Overmoulding Copper Busbars for Powertrains: Prototype Injection Moulding in the UK - Dudley Associates 
Reverse Engineering: metal to plastic - benefits	Dudley Associates explain how we support reverse engineering, with an example of developing a metal-to-plastic component to help their customer save on weight and cost, and improve repeatability	Thinking Outside the (Cardboard!) Box: - Dudley Associates 
EOS™ - what is EOS and how this helps us win	Dudley Associates explain how integrating EOS™ has helped the business grow by being accountable and realising traction	How EOS Helps Us Win: Clear Priorities, Honest Conversations and Better Execution - Dudley Associates 
Your 3D Printed Part Proved the Concept. Now what?	Your 3D-printed part proved the concept. Discover when aluminium or steel tooling, DFM and mould flow analysis should come next.	Your 3D-Printed Part Proved the Concept. What Happens Next? - Dudley Associates 
How Do I Know I'm Paying the Right Amount for an Injection Mould Tool?	How can you tell if an injection mould tool quotation is competitive? Compare tool specification, validation, payment terms, lifetime cost and risk.	How Do I Know I'm Paying the Right Amount for an Injection Mould Tool? - Dudley Associates How Much Should an Injection Mould Tool Cost? 