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MMD Medical Returns to MD&M Minneapolis with a New Challenge

The MMD Challenge creates conversation around what it means to think outside of the box

BROOKLYN PARK, Minn. (October 16, 2018) – MMD Medical announced today its return to MD&M Minneapolis at the Minneapolis Convention Center on October 31-November 1 with a newly developed MMD Challenge. For the second year in a row, the company is demonstrating its focus on problem solving by encouraging attendees to think outside of the box to solve difficult challenges.

Following initial success of the MMD Challenge at previous MD&M shows in 2017 and 2018, the team is excited to welcome a new set of show attendees into its booth to put their problem-solving skills to the test. MMD Medical technical team members will be on hand to discuss the challenge, as well as specific examples of how MMD Medical itself has taken a creative approach to developing manufacturing solutions for its customers' business problems.

"At MMD Medical, we're all about asking and answering the difficult questions and leveraging our cross-functional teams to push the boundaries of problem solving," said Darren Bjork, vice president of MMD Medical. "We're often faced with difficult challenges that need to be solved in tight timeframes to help our customers meet critical business goals, and we balance creativity with discipline to reach our goals."

In a previous challenge to show attendees, only seven out of 101 individuals were able to solve the puzzle. Again this year, any individual who solves the problem will be entered to win his or her choice of courtside Timberwolves tickets or on-the-glass Wild tickets.

"Whether we are designing a coolant-free machining center to ensure our customers' plastic components can be machined without contaminants, or designing an innovative tooling and molding process to replace a customer's inefficient manual assembly process. we know the importance of pushing the boundaries," continued Bjork. "The results of these efforts have driven impressive returns for our clients – like decreasing their lead times by over 60 percent or saving them nearly \$1M annually on a single machined component."

Individuals interested in learning more about MMD Medical and the MMD Challenge can stop by Booth 2110 at MD&M Minneapolis or visit www.metromold.com/medical/event/mdm-minneapolis/.

About MMD Medical

Located in Brooklyn Park, Minn., MMD Medical manufactures components for Medical Device OEMs facing competitive pricing pressures and delays in getting products to market. The team leverages a range of capabilities including in-house mold design and build, injection molding, precision machining and secondary operations to reduce risk and cost. Focusing on speed-to-commercialization, the company helps customers get to market an average of 15 percent faster. To learn more, visit www.mmdmedical.com.