



Synergizing with your product development process, SYM<sup>2</sup> consulting model focuses on the vital role assembly and packaging plays in the successful launch of new products.

SYM<sup>2</sup> balances the competing interests inherent in new product development. We maximize your ROI on new products by uncovering the intersection where processes, product cost and launch date converge to have their greatest impact on ROI.

$$\text{SYM}^2 = \text{ROI}_{\text{max}}$$