



**THE COMPETITIVE ADVANTAGE  
FOR U.S. MOLD BUILDERS.**

## 2024 Shop Rate Survey

### AMBA Shop Rate Survey: Introduction

**AMBA has launched its 2024 AMBA Shop Rate Survey, which helps U.S. mold builders benchmark industry operations and shop rate data against a nationwide community of American mold manufacturers.**

**Gathered data will include charge rates specific to services in engineering, moldmaking and specialty services, as well as current v. anticipated capacities and company demographics.**

**Participating AMBA members will receive this report at no cost; AMBA members that do not participate will have the opportunity to purchase the report for \$399. Non-members may participate, but cannot access this data unless they join the AMBA. This report will only be available to current AMBA members in good standing with the association.**

***Our staff understands this topic is sensitive and represents a potential competitive advantage. As such, your information will remain completely anonymous and strictly confidential. Absolutely no data will be attached to any participants, nor will it be shared with any mold manufacturer outside of the AMBA community. We ask that every participant respect the sensitivity of this data and share it only with internal staff. All gathered data meets current anti-trust guidance and has been reviewed by AMBA legal counsel.***

**Thank you for your participation!**

**Survey deadline: Friday, June 14, 2024.**



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## 2024 Shop Rate Survey

### Survey Demographics

\* 1. Please enter in your contact data so results of the survey may be emailed directly to you.

Company Name

First and Last Name

Job Title

State

Email Address

\* 2. Please select your shop's annual sales revenue range. \*Note: Only include annual sales revenue for your tool building division - do not include plastics processing, repairs and maintenance, etc.

- <\$500,000
- \$500,000 - \$999,999
- \$1M - \$2.49M
- \$2.5M - \$4.99M
- \$5M - \$9.99M
- \$10M - \$14.99M
- \$15M - \$19.99M
- \$20M - \$24.99M
- \$25M+

\* 3. What type of mold does your shop primarily build:

- Plastic injection
- Die cast
- Blow Molds
- Compression Molds
- Injection Stretch Blow Molds
- Metal Injection Molds
- Rubber Molds
- Semi-Permanent Molds
- Thermoforming Molds
- Other (please specify)

\* 4. Indicate what industries below account for 30 percent or more of your company's annual sales revenue in the last 12 fiscal months. Select no more than 3 industries.

Percentage of Annual Sales Revenue

Automotive	<input type="text"/>
Agriculture	<input type="text"/>
Appliance	<input type="text"/>
Business Machines / Computer / Equipment	<input type="text"/>
Caps and Closures	<input type="text"/>
Consumer Products / Sporting Goods	<input type="text"/>
Construction	<input type="text"/>
Defense / Military	<input type="text"/>
Electronics	<input type="text"/>
Packaging	<input type="text"/>
Medical / Dental / Optical	<input type="text"/>

\* 5. What is your shop's primary revenue generator?

- New mold/die builds
- Mold/die repairs / Engineering changes
- Prototype molds

\* 6. Identify your company's second largest revenue source, if applicable (should make up 20%+ of your annual revenue in the last 12 months).

- New mold/die builds
- Mold/die repairs / Engineering changes
- Prototype molds
- Contract machining
- Part production
- Not applicable (no secondary revenue source that makes up more than 20% of annual revenue)
- Other (please specify)

\* 7. Of the following size ranges, identify which mold sizes your facility has produced over the last 12 months and the percentage each size makes up of all work produced.

	Percentage Produced
<50T	<input type="text"/>
50-99T	<input type="text"/>
100-249T	<input type="text"/>
250-499T	<input type="text"/>
500-999T	<input type="text"/>
1000-1999T	<input type="text"/>
2000T+	<input type="text"/>
Die Cast Dies	<input type="text"/>

\* 8. What is the average age of your machines?

- 3 years old or less
- 4-10 years old
- 11-20 years old
- Over 20 years old



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## 2024 Shop Rate Survey

### Gross Margin and Capacity Utilization

The question below asks for your shop's approximate gross margin (%) for the most recent fiscal year. To provide consistent data, the AMBA Benchmarking Committee has determined that this percentage should be calculated as follows:

$$\text{Gross Margin Percentage} = ((\text{Revenue} - \text{Cost of Goods Sold}) / \text{Revenue}) \times 100$$

**For the purpose of this survey, the Cost of Goods Sold (COGS) includes: Raw Material, Direct Labor, Subcontracted Work, Purchased Components (including Mold Bases and Hot Manifolds), Cutters and other items specifically allocated to particular jobs.**

*COGS excludes: Indirect Labor (i.e., Supervisors, Sales, Accounting, etc.), Benefits, Insurance, Utilities, Depreciation and all other overhead and indirect costs.*

#### EXAMPLE CALCULATION

**Revenue:** \$100,000

**Cost of Goods Sold:** \$70,000

**Gross Profit (Revenue-COGS):** \$30,000

- Direct Materials: \$20,000
- Direct Labor: \$20,000
- Subcontracted Work: \$10,000
- Mold Frame/ Components: \$20,000

$$\text{Gross Margin (\%)} = (\$100,000 - \$70,000) / \$100,000 = .30 \times 100 = 30\%$$

**Please provide ONLY the final gross margin percentage. DO NOT PROVIDE OR IDENTIFY THE SPECIFICS OF GROSS PROFIT, MATERIALS, LABOR, ETC.**

9. What was your shop's approximate gross margin (%) for the most recent fiscal year?

\* 10. Compared to one year ago, has overhead cost/hour risen, fallen or stayed (approximately) the same?

- Fallen
- Risen
- Stayed the Same

Please explain.

The question below asks for the approximate percentage overhead costs representative of total annual expenses. Overhead should include all non-direct costs, including facility / building and SGA expenses.

**Example Calculation**

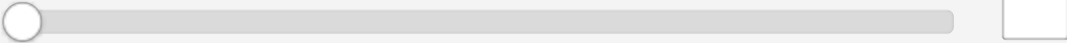
**Total Expenses: ~\$4 million**

**Overhead Costs: ~\$1m**

**Overhead percentage = (~1 million / ~4 million) \* 100 = ~25%**

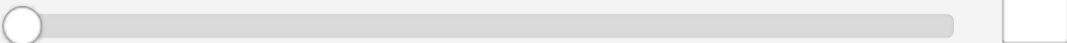
11. Q: What approximate percentage does your shop's overhead costs represent compared to total annual expenses?

0% 100%



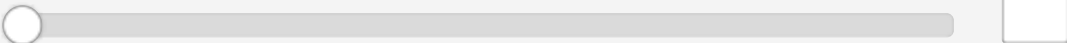
12. Based on your shift structure and hours, what is your facility's current overall capacity utilization?

0% 125%



13. Based on your shift structure and hours, what is your facility's anticipated overall capacity utilization through the end of the year?

0% 125%



\* 14. Who does your mold shop serve?

- External Customers
- Internal Company Operations
- Both External Customers and Internal Company Operations



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## 2024 Shop Rate Survey

### Charge Rate: How to Calculate

All of the following questions are related to the charge rate for a listed service or set of services. The rate should be calculated as follows:

**Formula: (Average labor cost with cost of benefits + overhead cost) + profit = charge rate**

#### **Definitions:**

- **Average labor cost (with benefits):** the total cost to employ the employee (inclusive of benefits) that runs the machine/provides the service
- **Overhead cost:** all non-direct costs, including facility / building and SGA expenses
- **Charge rate:** the total labor and overhead cost, multiplied by the markup percentage

#### **Example Calculation:**

Average labor cost (with benefits): \$38/hour

Overhead cost: \$24/hour

Total cost/hour: \$62/hour

**Charge rate: (\$62)+(30% markup) = \$80.60/hour**

#### **Items to Note When Entering Rates:**

- If you offer multiple rates for one service due to multiple machine sizes, please enter only the rate for the machine size offered most frequently.
- Enter whole numbers only - do not enter \$, decimal points or any other character.
- If you offer the same rate for all services listed, please enter the same rate in the first blank space provided.
- If a service is listed that you do not offer or offer at no cost, leave it blank.

**\*DO NOT PROVIDE OR IDENTIFY THE SPECIFICS OF AVERAGE LABOR COST, OVERHEAD OR PROFIT.\***



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2024 Shop Rate Survey

Engineering - Services and Rates

15. Please indicate whether your company offers and/or charges the same rate for the below engineering services.

	Yes, Offer at Same Rate as Other Engineering Services	Yes, Offer at Specialty Rate	Yes, Offer Complimentary Service	No, Do Not Offer
Mold Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electrode Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consulting on Part Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performing Mold Simulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. For those services offered at the same rate (column 1 in the table above), enter the rate below.

**Formula: (Average labor cost with cost of benefits + overhead cost) + profit = charge rate**

Rate (\$)



17. Enter ONLY specialty rates for the below services. DO NOT include complimentary services or rates that match the rate for Q17.

Please leave blank if answer is "\$0" (\$0 values will be deleted).

Mold Design

Electrode Design

Consulting on Part Design

Performing Mold Flow Simulations



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## 2024 Shop Rate Survey

### Moldmaking - Services and Rates

18. Please indicate whether your company offers and/or charges the same rate for the below moldmaking services.

Yes, Offer at Same Rate as Other Moldmaking Services	Yes, Offer at Specialty Rate	Yes, Offer Complimentary Service	No, Don't Offer
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>5-Axis Machining (Unattended)</b>			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>3D Printing Steel Core and Cavities for Conformal Cooling (Unattended)</b>			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>CNC Milling (Unattended)</b>			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Fitting and Mold Assembly (Unattended)</b>			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>EDM Drilling (Unattended)</b>			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Gun Drill Operation (Unattended)</b>			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>High-Speed Milling (30K+ RPM) (Unattended)</b>			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<b>High-Speed Milling (30K+ RPM) (Unattended)</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Polishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Programming</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Set-Up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Sinker EDM</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Sinker EDM (Unattended)</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Surface Grinding</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Surface Grinding (Unattended)</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Wire EDM</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Wire EDM (Unattended)</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. For those services offered at the same rate (column 1 in the table above), enter the rate below.

**Formula: (Average labor cost with cost of benefits + overhead cost) + profit = charge rate**

Standard Rate (\$)

Unattended Rate (\$)

20. Enter ONLY specialty rates for the below services. DO NOT include complimentary services or rates that match the rate for Q20.

Please leave blank if answer is "\$0" (\$0 values will be deleted).

5-Axis Machining

**5-Axis Machining (Unattended)**

3D Printing Steel Core and Cavities for Conformal Cooling

**3D Printing Steel Core and Cavities for Conformal Cooling (Unattended)**

CNC Milling

**CNC Milling (Unattended)**

Fitting and Mold Assembly

EDM Drilling

**EDM Drilling (Unattended)**

Gun Drill Operation

**Gun Drill Operation (Unattended)**

High-Speed Milling (30K+ RPM)

**High-Speed Milling (30K+ RPM) (Unattended)**

Polishing

Programming

Set-Up

Sinker EDM

**Sinker EDM (Unattended)**

Surface Grinding

**Surface Grinding (Unattended)**

Wire EDM

**Wire EDM (Unattended)**



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## 2024 Shop Rate Survey

### Specialty Services and Rates

21. Please indicate whether your company offers and/or charges the same rate for the below moldmaking services.

Yes, Offer at Same Rate as Other Moldmaking Services	Yes, Offer at Specialty Rate	Yes, Offer Complimentary Service	No, Don't Offer
Laser Engraving <input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laser Engraving (Unattended) <input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laser/Tig Welding <input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laser/Tig Welding (Unattended) <input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mold Repairs <input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mold Sampling <input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Texturing <input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Texturing (Unattended) <input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. For those services offered at the same rate (column 1 in the table above), enter the rate below.

**Formula: (Average labor cost with cost of benefits + overhead cost) + profit = charge rate**

Rate (\$)

Unattended Rate (\$)

23. Enter ONLY specialty rates for the below services. DO NOT include complimentary services or rates that match the rate for Q23.

Please leave blank if answer is "\$0" (\$0 values will be deleted).

Laser Engraving

**Laser Engraving (Unattended)**

Laser/Tig Welding

**Laser/Tig Welding (Unattended)**

Mold Repairs

Mold Sampling

Texturing

**Texturing (Unattended)**



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## 2024 Shop Rate Survey

24. Please indicate whether there are any edits or additions that you would like to see made to this survey in the future.

25. AMBA is modifying its reports to better illustrate how benchmarking data can be used to impact business operations. Indicate how you plan to use this report data and/or what information you would like to see included in the final report.