



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

2023 Shop Rate Survey

AMBA Shop Rate Survey: Introduction

This quarter, AMBA is introducing its third annual AMBA Shop Rate Survey. Those participating in this survey will receive information allowing them to benchmark their shop rates against AMBA's nationwide community of 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: June 23, 2023.



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

2023 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
- ☐ 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



THE COMPETITIVE ADVANTAGE FOR U.S. MOLD BUILDERS.

2023 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:

Gross Margin Percentage = ((Revenue - Cost of Goods Sold) / Revenue) x 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

Gross Margin (%) = (\$100,000-\$70,000)/\$100,000 = .30 x 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?

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%

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

0%

100%

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

0%

125%

12. Based on your shift structure and hours, what is your facility’s expected overall capacity utilization for the remainder of 2023?

0%

125%



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

2023 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, leave it blank.
- If you offer a service but there's no cost, please enter a specialty rate of 0

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



THE COMPETITIVE ADVANTAGE
FOR U.S. MOLD BUILDERS.

2023 Shop Rate Survey

Engineering - Services and Rates

13. 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"/>

14. If you charge the same rate for any of the above services, what is that rate?

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

Rate (\$)

15. Enter any specialty rates for the below services (only if different than rate listed above). If a service is complimentary, enter 0. If it's not offered, leave blank.

Mold Design

Electrode Design

Consulting on Part Design

Performing Mold Flow Simulations



THE COMPETITIVE ADVANTAGE
FOR U.S. MOLD BUILDERS.

2023 Shop Rate Survey

Moldmaking - Services and Rates

16. 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
---	------------------------------	-------------------------------------	-----------------

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)**☐☐☐☐

17. If you charge the same rate for any of the above services, what is that rate?

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

Rate (\$)

18. Enter any specialty rates for the below services (only if different than rate listed above). If a service is complimentary, enter 0. If it's not offered, leave blank.

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)



THE COMPETITIVE ADVANTAGE
FOR U.S. MOLD BUILDERS.

2023 Shop Rate Survey

Specialty Services and Rates

19. Of the below specialty services, indicate your company's charge rate for each. Leave blank if not offered. Enter 0 if the service is complimentary.

Laser Engraving

Laser Engraving (Unattended)

Laser/Tig Welding

Laser/Tig Welding (Unattended)

Mold Repairs

Mold Sampling

Texturing

Texturing (Unattended)



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

2023 Shop Rate Survey

20. Your feedback is critical to this survey's year-over-year improvement. Please indicate whether there are any edits or additions that you would like to see in the future.