



CASE STUDY

Scaling Innovation: How a 10-Year Partnership Supported 600% Growth for a Data Center Power Management Pioneer

When a thermal management company entered the data center market, it selected Momentum Manufacturing Group - Engineered Extrusions to produce its complex extrusions. Over the next decade, that partnership proved essential to supporting explosive demand for its products.

The Challenge

As an early entrant in the development of thermal management solutions for data centers, this middle-market manufacturer recognized the growing demand for high-performance cooling systems—particularly as AI-driven workloads pushed heat loads to new extremes.

The company sought out an aluminum extrusion partner capable of producing complex profiles to precise specifications, while also offering flexibility to evolve designs as their technology advanced.

The Solution

In early 2016, the customer selected MMG Extrusions to produce several complex aluminum profiles for their thermal management systems. MMG Extrusions' advanced manufacturing technology and value-adding capabilities made them the ideal partner. What neither company anticipated was the explosive growth ahead as AI adoption accelerated data center construction worldwide.

Scaling Manufacturing Capacity

As demand surged, MMG Extrusions responded with decisive investment, building expandable dedicated automated manufacturing cells specifically designed to machine and assemble the customer's profiles into finished products. This strategic move provided three critical advantages:

- **Consistent quality** across high-volume production runs, where dimensional accuracy directly affects thermal performance
- **Rapid response** to demand fluctuations as AI data center construction accelerated
- **Scalability** without the variability of manual processes

Integrated Manufacturing Support

MMG Extrusions took a comprehensive approach to support the customer's evolution:

- **Dedicated Project Management:** A single point of contact ensures rapid response as order volumes increase.
- **Complete Value-Added Services:** MMG Extrusions provides all component-related manufacturing services, eliminating secondary suppliers and reducing lead times.
- **Design for Manufacturing Collaboration:** MMG Extrusions' engineering team provides ongoing DFM support, identifying opportunities to improve manufacturability and reduce costs without compromising performance.

From Startup Supplier to Strategic Partner

What began as a supplier relationship evolved into a strategic partnership that supported extraordinary growth:

- **600% Growth Over 10 Years:** MMG's dedicated capacity investments ensured production kept pace without missing deliveries as the customer's business exploded.
- **Strategic Supply Chain Partner Status:** MMG became the customer's strategic supply chain partner, a testament to the reliability and value of the decade-long relationship.

Choosing the Right Partner for Your Product

Companies bringing innovative solutions to market need supply chain partners who can:

- Support growth through multiple business phases
- Invest in your success with dedicated capacity and resources
- Maintain production consistency at high volumes
- Provide DFM support for continuous product optimization
- Deliver integrated services that simplify supply chains
- Build long-term partnerships rather than transactional relationships

Need to launch a new product or scale a growing product line? Need a manufacturing partner who has comprehensive in-house capabilities? Look no further than MMG Extrusions.



END-TO-END MANUFACTURING SUPPORT

DFM

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ALUMINUM
EXTRUSIONS**

**PRODUCTION
MACHINING &
FABRICATION**

**SURFACE
FINISHING**

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