

**For Immediate Release**

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MME group Manufactures First-ever Pneumatic Hose Holder JOCX™ for Wild Wheels Enterprises

St. Paul, MN - April 15, 2015 – [MME group](http://mmegroup.com), a contract manufacturer, today announced that it was selected by [Wild Wheels Enterprises](http://wildwheels.com) to manufacture its [JOCX™ The Original Hose Holder](http://wildwheels.com), an innovative new product designed to securely hold the nozzle receptacle of pneumatic hoses commonly used in automotive and paint shops. Wild Wheels selected MME group because of its extensive engineering and supply chain management experience, and full service contract manufacturing capabilities.

“The team at MME group is responsive, resourceful and experienced. We chose a partner who did not simply manufacture a product. Rather, MME group worked with a sense of ownership and provided practical, cost-effective solutions to quickly engineer and manage production for a successful market launch,” said [Mike Huebl](http://wildwheels.com), sales manager at Wild Wheels Enterprises.

MME group was presented with two Fused Deposition Modeling (FDM) prototypes of the hose holder invention. Originally, the Company was asked to develop tooling to manufacture the product – pretty straightforward. What transpired took the product from concept to market.

The original JOCX Hose Holder concept was presented as a two-piece product: One style featured a magnet application. The other style featured a semi-permanent screw-in option. The concept required two separate molds, fasteners, and an assembly operation in order to produce the final product. MME group took to development and provided its first cost-savings solution.

MME group engineers re-developed the product by integrating two mounting options into a one-piece design. Engineering a single solution eliminated additional tooling, molding, fasteners, and assembly costs associated with a two-piece design. It also provides customers the flexibility to chose the style that best meets their needs.

“While MME group stood to benefit from producing a more complex and costly



design, its team recognized the importance of bringing a competitive product to market,” said Huebl. “This is just one example of how MME group helped manage costs. We immediately recognized that this was a partnership and not a transaction.”

Material selection provided additional savings. Wild Wheels had originally discussed using a high-cost engineering resin. However, MME group engineers presented lower cost options that would meet or exceed the product requirements. The Company leveraged its extensive supplier network to source the right material, along with providing a custom color match.

“Engineering a new product design was crucial to bringing the JOCX Hose Holder to market at a reasonable retail cost,” said Huebl.

Lead engineer, [Mitch Kinsey](#), managed the product development. “Wild Wheels originally reached out to MME group for tooling services. After determining the company needs, we engineered product design, tooling, sourcing and molding to significantly reduce the overall production and materials cost,” said Kinsey.

Kinsey continued, “We procured materials and provided a color match to manufacture JOCX in neon green. Wild Wheels wanted the JOCX logo on the product, but only had an artist’s sketch. We digitized the logo and laser engraved it into the tooling so it could be embossed on the molded product.”

Currently, Wild Wheels assembles, packages and ships orders. As the product reaches the masses, MME group is capable of executing all deliverables.

“We’re proud to be the preferred contract manufacturer for the JOCX The Original Hose Holder,” said [Brian Bussmann](#), vice president at MME group. “From design to assembly, we have the in-house contract manufacturing expertise to help deliver new products to the market.”

About MME group

MME group is a leading contract manufacturer of small to medium-sized parts and products. [Services](#) include: Full product development, tooling, molding and assembly. We provide program, quality, supply chain and inventory management.

With some of the fastest turnaround times for [contract manufacturing](#) companies in the United States, MME group’s speed to market is unmatched providing you with a competitive advantage on low cost manufacturing.



MME group provides the best solutions to fit your needs with unmatched care, quality systems and technical expertise. Make MME group your contract manufacturing partner for short lead times, highest quality and cost competitiveness. Visit mmegroupinc.com.

About JOCX™ The Original Hose Holder

JOCX™ The Original Hose Holder is designed to support the coupler end of an air hose preventing it from falling to the floor when disconnected from a pneumatic tool. By inserting the coupler end into the center of the holder, the technician has a convenient fixed home to anchor their air hose. Made from durable polypropylene plastic, the base fastens to multiple substrates using a 65-pound ceramic fixture magnet or two #10 screws. Learn more at www.wildwheelsent.com or call (702) 600-1705.