**DEN 429**

**9/22**

[**Week Three Discussion**](https://nationalu.brightspace.com/d2l/lms/discussions/messageLists/frame.d2l?ou=36556&tId=153152&fId=0&threadId=0&postId=0&groupFilterOption=0)

Read the Ecovative case (link under "Reading") and the textbook reading for this week before trying to answer this question.

Ecovite has a pretty unusual product in that they have managed to "grow" quasi-custom parts for their customer. Discuss how you would apply the principles of design for assembly (DFA), for cost (DFC) and for reliability (DFR) to Ecovite's products. Are they operating optimally already, or could some of these traditional metrics still be applied?

For full credit. please post your initial comments, and then  respond to at least two of your peers.