

The 5 decisions that keep an OEM product alive for 30 years

THE SITUATION

In 1990, a global distributor needed a temperature control it could sell in the US — and keep selling for decades. **The hard part was never the prototype. It was every unit and every run after it.**

THE FIVE DECISIONS — ONE PER STAGE OF THE WORK

- 1 Plan for the whole life, not the launch PLAN & DEFINE**
You feel it as: the spec covered launch day, not year 25.
KELD: US certification and 30-year supply were in the plan from 1990 — not added later.
- 2 Give the board two test layers PRODUCT DESIGN**
You feel it as: unit 1 works; unit 5,000 behaves differently and you cannot see why.
KELD: two test layers from day one — one common, one to check it under real load.
- 3 The advantage is in process, not a cheap line PROCESS DESIGN**
You feel it as: the design was fine; the line was not, and the first batch showed it.
KELD: the strength is in process and layout — easy to build, easy to test, same result every unit.
- 4 Test under real loads before the first batch VALIDATION**
You feel it as: the test lab found the problem too late, after the line was running.
KELD: validation ran under real operating loads, so risks were visible before production — not after.
- 5 Manage the product for 30 years, not one launch PRODUCTION & LIFE**
You feel it as: a part is no longer made, or a standard changes — and you cannot ship.
KELD: when a part or a standard changed, it was managed before it could stop supply.

THE RESULT

30 yrs

IN PRODUCTION, SINCE 1990

<0.1%

RETURNS IN THREE DECADES

2025

RE-CERTIFIED · STILL SHIPPING

None of this was luck.

The 5 decisions are one method: **Advanced Product Quality Planning (APQP)**.

KELD uses it from the first idea and **keeps the product alive for its whole life** — for OEM electronics that must work for years, not just at launch.