

# ZEISS HELPS PROJECT MFG COMPETITORS MEASURE UP TO TODAY'S SKILLED MANUFACTURING STANDARDS



Seeing beyond



ZEISS has teamed up with skilled workforce advocate Project MFG to build stronger partnerships with academic institutions, connect with more manufacturers, and help students secure the best skilled trade jobs in American manufacturing. The ZEISS Academic Program provides educational institutions with cost-effective and well-staffed resources for industrial instruction of metrology standards, equipment use, and best practices for the automotive, aerospace, and medical industries, among others.



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on experiences with ZEISS metrology software and hardware. We also participate in the judging of the parts produced during Project MFG competitions so we can provide feedback to instructors and students and help them better understand real world problems and best practices.”

**Allison Ray**  
Academic Program Specialist,  
ZEISS

Technology is making an impact in the trades, just as it has in other sectors, and that means new and exciting opportunities are at hand for the students, educational institutions, and companies that embrace it.

Machinists, mechanics, and millwrights still need to know how to use calipers and micrometers, but modern-day measurement machines have become the standard for speed and quality. And today's trade school graduates must be trained and ready to use them when they enter the workforce.

That's the message that Joe Zofchak delivers every day in his job as academic program manager for ZEISS Industrial Quality Solutions. Zofchak is responsible for building the ZEISS brand - and strong relationships - with the trade schools, manufacturers, and students around the country who are working together to fill the skills gap. Project MFG has become one of Zofchak's most valuable partners in this mission.

“We're all in with Project MFG,” Zofchak said. “In our opinion, it's one of the best platforms we've found for connecting with influencers, educators, employers and students. Project MFG is putting the spotlight on the trades and pushing them forward and we're glad to be aligned with them on this initiative.”

Backed by funding from the Department of Defense's (DOD) Industrial Base Analysis and Sustainment Program (IBAS), Project MFG is a national coalition of manufacturing industry employers, educational institutions, educators, trade organizations, community leaders and government, with the goal of improving workforce skills and connecting with a new generation of professional manufacturing job candidates. Project MFG skills competitions are designed to inspire a series of “moments that spark a movement” to restore America's industrial base.

ZEISS is the preferred metrology sponsor for the Project MFG skilled



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excitement and energy around manufacturing. We’re seeing people light up, they’re getting involved, and they’re having a positive impact on the future of American manufacturing.”

### Joe Zofchak

Academic Program Manager, ZEISS

trades competitions that have been held across the country since 2019.

Allison Ray is also part of Zofchak’s team at ZEISS and serves as an academic program specialist. Ray has been instrumental in organizing the ZEISS sponsorship and supporting the Project MFG competitions.

“Our goal is to help facilitate learning and give students real hands-on experiences with ZEISS metrology software and hardware,” Ray said. “We also participate in the judging of the parts produced during Project MFG competitions so we can provide feedback to instructors and students and help them better understand real world problems and best practices.”

As part of its sponsorship, ZEISS provides DuraMax CMM machines for each Project MFG competition so students, instructors, and judges can check the measurements on the parts produced and gain experience with the latest systems needed to compete in today’s demanding manufacturing environment.

ZEISS also provides access to its CALYPSO metrology software focused on standard geometries that calculates measurements quickly, easily, and reliably.

As it relates to ZEISS brand building and new sales opportunities, Zofchak said the Project MFG sponsorship has clearly created new awareness and more than 10 new sales opportunities for ZEISS metrology hardware and software. Just as importantly, Project MFG has also created the intangible benefits of new enthusiasm and passion.

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## ZEISS Gains New Academic Program Platform with Project MFG

The Project MFG skills competitions help ZEISS promote metrology and inspection technology as essential tools of quality manufacturing.

Here’s how:

- Access to Academic Institutions. As the preferred metrology sponsor for Project MFG, ZEISS attends, networks and provides equipment for all skills competitions.
- Hands-On Awareness and Training for Participants. Instructors and students gain access to the latest metrology tools during Project MFG competitions.
- New Sales Opportunities. New networking and new contacts generated from Project MFG have resulted in more than 10 new CMM sales opportunities.

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# PROJECT MFG

Project MFG™ is a partnership of employers, educators and communities striving together to inspire and equip the next generation of highly skilled trade professionals. More than a partnership, it’s a movement. One that is changing lives, and in doing so, changing the future of an industry in crisis. Find out more at [ProjectMFG.com](http://ProjectMFG.com) or get in touch at [info@ProjectMFG.com](mailto:info@ProjectMFG.com).