



Innovate

## **VIDEO: TOOLING UP – User-First Innovation**

Brought To You by SECO Tools | Oct 26, 2022

### **Video Highlights**

In this episode of MSC's Tooling Up Mitch Free is joined by Jay Ball, Project Manager for Solid Carbide Milling at Seco, for a discussion on Seco X-heads. Ball goes in-depth about Seco's user-oriented approach to developing products that increase the operator's efficiency and workflow.

Jay describes how both Seco and those operating everyday in the field notice deficiencies in wasted time, labor, and resources. One such solution to this problem is the Seco X-head, a new product that can be utilized to mill a wide variety of materials, increasing shop productivity.

We also dig into Jay's background at Seco, and a few key factors that set the company apart from the competition. Seco puts themselves in the shoes of the operator when designing new products, and Jay describes how that approach has led to their continued success in the marketplace.

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