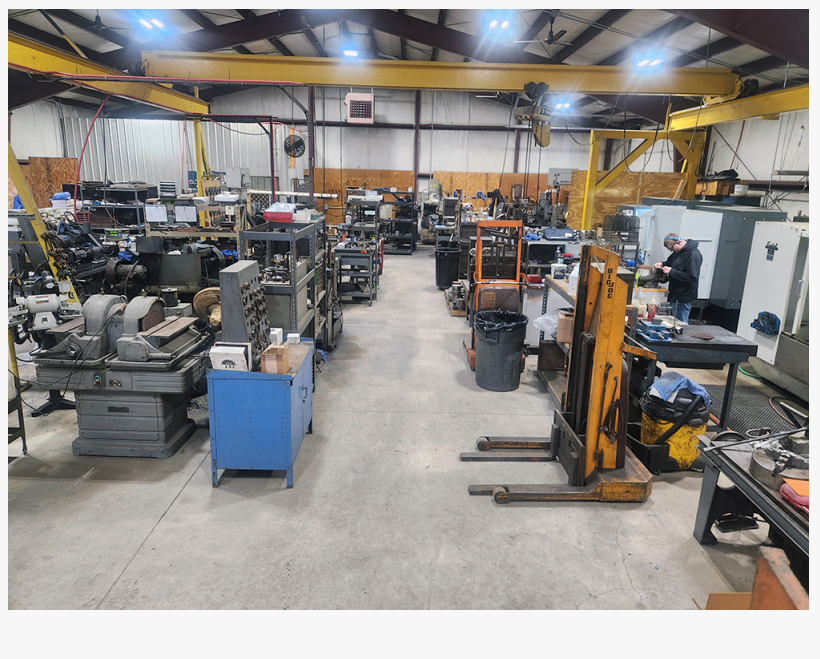


Bullseye Precision Launches Digital Resource Hub to Champion 'Repair First' Tooling Strategies for Midwest Manufacturers

Bullseye Precision has launched new digital resource hub aimed at educating Midwest manufacturers on the cost-saving science of tungsten carbide tooling repair

BUCKLEY, MI, UNITED STATES, February 26, 2026 /EINPresswire.com/ -- Bullseye Precision, a premier provider of custom [tungsten carbide](#) and steel tooling, has officially launched an expanded [digital resource hub](#) to better serve the manufacturing sector across the Midwest. The new digital operations aim to educate facility managers, purchasing agents, and tooling engineers on advanced cost-saving strategies, specifically focusing on the company's unique "fix instead of replace" approach to precision wear parts.



As global supply chain bottlenecks and the volatile costs of raw materials like tungsten continue to squeeze production budgets, manufacturers are actively seeking ways to extend the lifespan of their existing assets. Bullseye Precision is leveraging its new digital platform to highlight how precision regrinding, re-profiling, and comprehensive repair can safely salvage damaged tooling that is often prematurely scrapped.

“

A chipped edge doesn't mean a tool is dead. Our precision grinding restores carbide to exact OEM specs, saving you up to 40% over buying new.”

Scott Flees, Production Manager

By utilizing advanced CNC and manual grinding techniques to restore draw dies, punches, bushings, and custom wear parts to their original geometric tolerances, manufacturers can frequently save 40% or more compared to the cost of

purchasing new components.

Furthermore, opting for repair allows facilities to bypass the weeks of manufacturing lead time typically associated with custom tooling orders, turning downtime into uptime in a matter of days.

"Too many facilities are throwing away perfectly salvageable carbide because they assume a chipped edge or a worn surface means the tool is dead," said Scott Flees, Production Manager at Bulls-Eye Precision. "Our goal with this expanded digital footprint is to change that reflex. We want to show engineers that with the right machining capabilities, 'scrap' can be put right back onto the production line safely. We aren't just here to sell parts; we are here to help our partners manage their tooling equity."

Operating out of Northern Michigan, Bullseye Precision functions under strict ISO 9001:2015 certified processes, ensuring that every repaired tool leaving the shop floor meets the exact performance standards of a brand-new part. The company, which successfully integrated the expertise and equipment of Bridge Tool and Die in 2022, operates as a true "One-Stop Shop" for custom tool design, mold services, and complex tooling repair.

To explore the new technical resource hub, or to request an honest tooling repair assessment, visit bullseyeprec.com

About Bullseye Precision:

Located in Buckley, Michigan, Bullseye Precision is an ISO 9001:2015 certified manufacturer specializing in custom tungsten carbide and hardened steel tooling. Offering a comprehensive suite of precision grinding (CNC and manual), EDM, mold making, and tool repair services, Bullseye Precision is dedicated to delivering high-tolerance solutions and honest, cost-saving assessments to manufacturers nationwide.

Scott Flees

Bulls-Eye Precision

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