



Stanton
GLOBAL

Manufacturing the 7Twenty M8 MicroLoop

From production tooling to a finished, packaged product.

7twenty

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The M8 MicroLoop is manufactured by PIMMS Group for Stanton Global and its 7Twenty brand. Sold in South Africa and the United States - and particularly popular in the US - it demonstrates how integrated tooling, moulding, assembly and packaging turn a product design into a repeatable manufacturing solution.

The Product

The M8 followed the earlier M4 MicroLoop and was developed through a very similar product-development approach. While the two products share a clear family connection, this case study focuses on the current M8 and how PIMMS Group manufactures it today.

The Challenge: Industrialising a Multi-Component Product

Manufacturing the M8 involves far more than producing a single plastic part. The product includes multiple injection-moulded components, which means multiple production moulds and tools must work together as part of one coordinated manufacturing process.

PIMMS Group therefore had to create a reliable route from product design to repeatable production—bringing together tooling, injection moulding, assembly and final packaging.



Building and Supporting the Tooling

PIMMS Group's tooling capability is central to the M8 manufacturing solution. A suite of production moulds and tools is required to manufacture the different injection-moulded components that make up the product.

Each tool must consistently reproduce its component so that the parts can move efficiently into assembly. PIMMS Group's responsibility continues after the tooling enters production: the tools are maintained and serviced on an ongoing basis by the inhouse toolroom to keep them production-ready and protect the manufacturing assets behind the product.

Injection Moulding

Using the production tooling, PIMMS Group injection moulds the M8's various plastic components. Standardisation across these components is essential because they must assemble first time, every time, without the need to alter or rework.



With tooling support and injection moulding closely connected, PIMMS Group can respond to normal production and maintenance requirements within an integrated manufacturing environment.

Assembly and Packaging

Moulding the individual components is only one stage of the process. PIMMS Group has a trained assembly team that brings the parts together to produce the finished M8 for Stanton Global and 7Twenty.

Once assembly is complete, PIMMS Group also packages the product for market. This keeps the full production journey connected:

TOOLING → INJECTION MOULDING → ASSEMBLY → PACKAGING

The Result

Today, the 7Twenty M8 MicroLoop is manufactured by PIMMS Group for sale in South Africa and the United States. Its strong popularity in the US adds a commercial proof point to the manufacturing story: a product supported through an integrated lifecycle and supplied into both local and international markets.

For PIMMS Group, the M8 is more than another injection-moulded product. It demonstrates the ability to take responsibility for the full manufacturing lifecycle—from building and maintaining the production tooling, to moulding multiple components, assembling the finished product and packaging it for market.

We don't just mould parts. We industrialise products.

