



Circular Solutions

A case study from Algood Caster Innovations

From 0 to 60 in 30 days



What do you do when a big-name retailer gives you five weeks to deliver on a huge order and one of your sub contractors can't meet the deadline?

This isn't a theoretical question. It's a real life situation. Here's exactly what happened.

One of Algood's distributors presented us with these circumstances. Their customer fabricates store fixtures and had submitted a quote to a major retailer for a huge order. The fabricator had, of course, confirmed pricing and delivery times with all of its sub-manufacturers. All that remained was to get the order. And they did. However, the retailer's buying and budgeting cycles dictated an aggressive production schedule. The contract included performance clauses and significant penalties if deadlines weren't met. The fixture fabricator reckoned there was no problem. It could count on its suppliers. Just-in-time manufacturing

is today practically a universally accepted approach to production. In addition, all of its sub-manufacturers had previously confirmed they could meet a tight deadline. The fabricator took the order and signed the contract.

The problem was that their caster sub-manufacturer produced only a small portion of their product in North America. To fill the order for 60,000 casters they required components that were being manufactured off shore. They needed 15 weeks to complete delivery and the fabricator only had four. That's when the fabricator contacted a distributor that in turn contacted Algood. That's when the order became a reality.

Algood confirmed they were able to meet the schedule and stay within budget. The process of producing 60,000 casters in 30 days began with a planning meeting to develop the timeline that would guide the project. Drawings and dies for the caster already existed in part because Algood has more standard available caster configurations than any other manufacturer. The stems were on the floor but had to be shaved and plated to meet requirements. In-house production departments swung into action. Metal stamping turned out the yokes, swivel rigs and washers within three days while injection molding produced 10,000 wheels per day. Additional plating and heat-treating began. Within 20 days, the parts were complete and the caster

assembly began. The complete order was assembled in a week and shipped on day 26. Incredibly, Algood had in fact completed the project four days early.

The positive impact of the successful completion cascaded through the channels. The distributor was thrilled and had become a hero in the eyes of the fabricator having found a way for them to avoid any performance penalties. The fabricator met their obligation to the retailer, cementing their position as a trusted supplier. The retailer was able to open its stores on time and budget.

There were a number of factors that made it possible for Algood to complete this impressive feat. It starts with a disciplined and collaborative approach to production planning and management. Central to Algood's ability is robust in-house manufacturing facilities including tool & die, metal stamping and injection molding. These are complemented by a tried and trusted supply chain that must meet Algood's demanding quality standards. Moreover, every one of Algood's employees is committed to production quality, accuracy and customer satisfaction. Finally, the entire process is personally overseen by Algood's President Craig Guttman. Algood isn't a division of a corporate manufacturing empire. It's a family owned business where the most valuable asset is the trust of its customers and the Algood stamp on each one of its products.

The next time you need to go from 0 to 60 in (less than) 30 days, don't panic. Just contact Algood.

For more information on how Algood Caster Innovations can provide solutions for your wheel and caster needs, call 1-800-254-6633 or email service@algood.com. Visit our website at www.algood.com.