



# Custom Quality for our Customers

BWI often receives requests to combine our manufactured wood parts and components with a customer's parts & components during the fabrication process. BWI's distinct manufacturing capabilities, which include diverse materials, the ability to provide finished components and proficiency for subassemblies make us the go to provider for any customer seeking a wood part or component to complete their project. BWI's value added proposition doesn't stop at assembly, our diverse secondary processes include everything from custom imprinting wood parts to stocking components made to the customer's specifications until they are ready to be packaged and shipped

Recently, a BWI customer who produces a tool for splicing rope asked BWI to custom manufacture one of their tool handles. This particular tool handle requires the installation of a specialized spring steel rod, a polyurethane finish and a laser engraved image of the tool size and the company's brand name. Additionally, for inventory control purposes, this customer keeps stock of these subassemblies in 25 unit packs.

Prior to working with BWI, the customer had to source the handles, the steel rods and the laser engraving individually from multiple sources. The rods were then installed into the handles by the customer and packaged for inventory. Each of these intricate steps required the coordination of multiple vendors as well as a substantial amount of labor on the part of the customer. Additionally, handles were often lost or ruined during the laser or rod installation process.

To reduce the burden on purchasing and eliminate the cost of multiple vendors and internal handling, BWI agreed to use its resources to deliver a turn-key product to its customer. Now, this BWI customer places one purchase order to BWI and they receive finished wood handles with the spring steel rods inserted, polyurethane applied, tool size and logo branded and pre-packaged in the needed 25 unit packs, ready for immediate use in production.



# A Cut Above the Rest

BWI's experts can handle even the most intricately designed and challenging projects. We had the opportunity to work on one such project from a large, multinational sink manufacturer. The manufacturer had developed a new sink design that was poised to be the marquee of their product line that year. The design integrated a wooden cutting board that fit in the recess of the sink opening, and matched its complex curves.



One of the biggest obstacles that the manufacturer faced during production was a lack of time. Their schedule did not accommodate typical product testing procedures. According to this expedited timeline, the manufacturer had to program, fabricate and test the cutting board within a day to meet a critical catalog deadline. They approached us for help with meeting this challenge.

Our solution was to meet with the sink manufacturer's head of Research & Development team to develop a plan ahead of time. As soon as the sink left their press, it was brought to BWI and we immediately employed our advanced equipment and facilities to manufacture and test the cutting board. We completed the job within an hour.

Thanks to BWI's experienced team, the manufacturer was able to meet its urgent deadline. Both the cutting board and sink were photographed on time for inclusion in their catalog and they were both launched into the kitchen design market successfully.

# Just In Time

BWI practices Just in Time (JIT) manufacturing to meet our customer's needs in a timely and cost-efficient manner. JIT is a production strategy that rests on the concept that demand should drive production. The key is to keep stock levels low and act quickly to meet the needs of the customers as they arise. Implemented correctly, JIT manufacturing reduces operating costs and often improves production schedules.

At BWI, we take advantage of these benefits to meet the unique demands of one major restaurant supply manufacturer. This manufacturer makes cleaning tools that utilize tool handles from BWI. Their demand for tool handles was predictable over the course of a year, but often varied on a month-to-month basis. This posed a unique obstacle for BWI; small batches of custom orders and repetitive machine set-ups would drive the cost of production up.



To solve this conflict, BWI accepted a purchase order for a full year's projected usage of tool handles. To accommodate the customer's cash flow and production needs, we stock the handles and ship within 24 hours of approval from the customer. We send the customer an invoice, which is based on the customer's yearly usage, only after the product has shipped. According to the agreement, our customer releases the full purchase order quantity within 12 months.

## On Our “A Game”

BWI maximizes every opportunity to gain the trust and loyalty of our customers with excellent service. Six years ago, we had the opportunity to help one company meet an unexpected demand for their high tolerance, proprietary wood products. The company, which manufactures hunting game calls, had decided to shut down their primary manufacturing facility. As a result, they were unprepared for the increased inventory needed for the upcoming hunting season.

This company approached BWI with 32 different game calls. Each product was made in six different species of wood. They asked us to provide a quote and prototype for production runs, with a deadline of 60 days. The run sizes varied from 500 to 25,000 pieces. Each piece required molding, CNC routing, turning, boring, secondary assembly, finishing, branding and laser engraving.

BWI completed all of these services and delivered the finished products with no disruption to the company’s sales, with the exception of one. This exception was due to the fact that the company had previously discontinued the product, thus causing a delay in production.

To this day, this company is still BWI’s customer. We continue to run this customer’s entire product line and advise them on all new product development. BWI’s ability to meet challenging demands without compromising quality or time is why customers return to BWI again and again.

