

Case Study: Schutt Sports

Schutt Sports is one of the leading manufacturers of protective equipment in the world, including football helmets, shoulder pads, protective apparel and padding. 37% of the players in the NFL wear Schutt helmets, and Schutt Sports is also the official base supplier to Major League Baseball and the largest domestic maker of batters helmets in the USA.

Business Challenge

Schutt Sports needed a partner that could help them cut operations costs from a main line in their manufacturing operations: refurbishing and re-conditioning football helmets for a variety of clients, including high schools, major college football programs, and the NFL. In addition, Schutt also required a large labor force for this extensive refurbishing operation **that could scale up and reduce for their seasonal production**. Schutt also required their **labor crew to be able to work on several different types of tasks for refurbishing including molding, painting, buffing and assembly of facemasks and padding**.

The NovaLink Solution

Beginning their partnership in late 2018, NovaLink was able to deliver Schutt's greatest need, flexible staffing, immediately. NovaLink was able to provide Schutt with cross-trained staff with the availability for increasing and reducing the staff during seasonal production runs.

The nimble staffing model also complimented the availability of space that Schutt required, for the different facets of their operation (buffing, painting, polishing and re-assembly of the helmets) allowing all the production to be done under one roof. NovaLink even provides certified safety testing of all the helmets that went through the refurbishing process. This "one-stop" production model enabled the turnaround for the seasonal runs to be completed quickly and delivered to the various school and professional organizations in time for their pre-season training camps.

The production model provided by NovaLink for Schutt has worked so well that Schutt has been able to re-capture market share previously lost due to production costs and will allow them to make new helmets for their programs as well branching out into production for other sports, such as hockey, baseball/softball and lacrosse.

About NovaLink

In its 30th year of operation, NovaLink is a U.S.-based near shore manufacturing solution with two manufacturing facilities in Mexico and one distribution center in the U.S. As a cost-effective outsourcing extension to a variety of companies, both in size and industry, NovaLink has the expertise to manage the labor force and day-to-day production and distribution for its clients. For more information, **Contact NovaLink today: 956-621-7362 or visit <http://www.novalinkmx.com/>**

Why Schutt Sports Chose NovaLink:

- 30 years of experience in manufacturing
- Available Factory Space
- Access to affordable, seasonal workforce
- Re-furbished goods are done at a high-quality level with timely, quick turnaround delivery of product

