

Case Study: Turtle Fur

Turtle Fur Group manufactures and markets cold weather accessories. It offers quality headwear products such as caps, hats, head bands, breathing caps as well as fleece accessories including scarves, gloves, arm sleeves, and mufflers. Turtle Fur is one of the longest tenured companies with NovaLink with our relationship going back almost 18 years.

Business Challenge

Turtle Fur needed manufacturing garment production, but **required the labor pool to scale up and reduce for their seasonal production** (an increase/decrease of 20% in workforce depending on the seasonal runs). Keeping a large labor crew all year round was not profitable. In addition, **Turtle Fur needed the labor crew to be able to work on several different types of products based upon demand**, and not have anyone working on the line as a "specialist".

The NovaLink Solution

NovaLink was able to deliver Turtle Fur's greatest need, flexible staffing, immediately. NovaLink was able to provide them cross-trained staff in the 20% increase/decrease as they needed for demand and seasonal production runs.

The cross-trained staff provides Turtle Fur the flexibility to move labor between production lines (sometimes daily) depending on demand: the same core group of staff makes knitted hats, electric socks, neck warmers for skiing, gloves, and children's mittens from the same production line. **The staff adaptability, coupled with the easy access to market from Mexico, guarantees Turtle Fur on time delivery for their seasonal sales period.**

As a result of this production flexibility, more orders for Turtle Fur products are coming from online sales rather than retail; **the flexible staffing allows Turtle Fur to increase production on products as demand increases through ecommerce.** Turtle Fur doesn't have to hold inventory for different retailers; they can produce as needed.

NovaLink and Turtle Fur have maintained and grown their business relationship. Recently, Turtle Fur went through an extensive rebranding effort in their company and product line; NovaLink has maintained consistent as their manufacturing partner while the company implemented their re-branding efforts.

Turtle Fur continues to appreciate having experienced staff producing their product: some NovaLink employees have worked on production for Turtle Fur for over 15 years.

Why Turtle Fur Chose NovaLink:

- 30 years of experience in manufacturing
- Flexible Staffing
- Cross-trained workforce that works multiple SKU's
- On time delivery for their seasonal sales period; easy access to market from Mexico.
- Ability to produce Knitted Products
- Manufactured at a high-quality level with timely delivery of product

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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/>