

# Case Study: Seats, Incorporated.

In 2017, NovaLink began working with Seats, Incorporated., an OEM and contract manufacturer of seating. Their proprietary product mix includes specialty seating for a variety of applications including industrial trucks, off-highway equipment, semi tractors, emergency vehicles, turf equipment, and locomotives.

## Business Challenge

Seats had a unique challenge: an abundance of business and not enough resources to accommodate it. Their current manufacturing space, also located in Mexico, **did not have enough space on the factory floor for equipment Seats needed to get their new orders produced. They also had a serious labor shortage**, which put the pending orders in danger of being lost and Seats facing a shortage of their products.

## The NovaLink Solution

After consulting with Seats on their challenge, NovaLink was able to put together a plan of action that **enabled them to not only meet the orders** for their current crisis but **also expand their business** for new orders, all in just 8-10 weeks.

**NovaLink was able to immediately provide Seats with the manufacturing space they were lacking** in their current facility as well as promptly staff the labor necessary to meet their order backlog. Most importantly, **NovaLink worked with Seats to obtain new, state-of-the-art equipment** they needed to get their manufacturing up and running quickly.

The entire experience with Seats has been an unqualified success: **the client has been very pleased with the rapid solution to their supply chain challenge, and the professional manner in which their services have been delivered.** Seats is now able to expand their manufacturing at NovaLink to "cover" new business with more seats for large vehicle manufacturers and new production lines, like seat covers for riding mowers. In fact, Seats was so impressed **they consider Novalink an integral part of their objectives in Mexico.**

**Do you need a nearshore manufacturing partner or solution for your business? Contact NovaLink today: 956-621-7362 or visit our website: [www.novalinkmx.com](http://www.novalinkmx.com)**

## Why Seats Chose NovaLink:

- 30 years of experience in manufacturing
- Ability to transition operations to new facility
- Ample space for manufacturing with ability to scale
- Learned and understood Seats, Inc. business
- Ability to obtain equipment and labor staff quickly
- Manufactured at a high-quality level with timely delivery of product