

# Case Study: Amerex Corporation

In August 2008, NovaLink began a partnership with Amerex Corporation, which has manufactured quality and innovative firefighting products since 1971. Amerex is recognized worldwide as a leader in the manufacture of hand portable and wheeled fire extinguishers, pre-engineered automatic restaurant systems, vehicle fire suppression systems, gas detection, and industrial systems.

## Business Challenge

Amerex, like many companies performing large-scale manufacturing that required sub-assembly of their products, began to face mounting pressure from their competitors that were having products produced in Asia. **In order to remain competitive, Amerex needed a manufacturing solution to meet the price pressures from the Asian market.**

## The NovaLink Solution

The relationship with Amerex began on the strength of NovaLink's business reputation: a former client executive that NovaLink had partnered with previously joined the Amerex team. This executive, familiar with the operations of NovaLink and with an understanding of the advantages of manufacturing in Mexico, referred the Amerex team to NovaLink.

The relationship was well matched: **Amerex primary demand was outsourcing labor-intensive production of their sub-assemblies at price points lower than producing themselves and/or importing from an Asian market, something that NovaLink was able to accommodate.**

For their service to Amerex, Novalink performs the completion of fire-suppression equipment sub-assemblies. Parts are run through a semi-automated assembly line, the finished product being the trigger mechanism for mobile fire extinguishers.

The growth results of the 10-year successful partnership speak for themselves: **The partnership began in 2008 started with 15 operators and two styles of fire extinguisher triggers, but has now expanded to include 80 operators with over 70 SKU's.**

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 Amerex Chose NovaLink:

- 30 years of experience in manufacturing
- Ability of qualified workforce that could perform complex sub-assembly
- Cost effective labor force and proximity to the North American market to meet the price pressures from the Asian market
- Availability of manufacturing facilities large enough to accommodate full scale sub-assembly work
- NovaLink's reputation with former clients as a professional and dependable nearshore manufacturing partner