

Case Study: BamBody

A women's underwear manufacturer based in Australia, BamBody sells exclusively on Amazon. Their Chinese manufacturing partner could not meet their demand, had quality issues, and couldn't efficiently get product to their on-demand warehouses in Texas.

Business Challenge

Located in Australia, BamBody produces women's undergarments that are sold exclusively on Amazon. To ship their product to Amazon on demand, BamBody would have to ship their product from their current manufacturer in China to their warehouses in Texas. **The company's current manufacturing partner couldn't keep up with demand, as they needed to make and deliver 14,000 pairs each week.** Their partner, who struggled to get the undergarments made on time, was also showing quality defects in the products.

The NovaLink Solution

Having previously worked with underwear manufacturer Fruit of the Loom, **NovaLink had experience making high-demand undergarments. Because of this, they were in a good position to setup production that would meet BamBody's needs.**

The equipment needed to produce BamBody's garments was procured by NovaLink through local sources in Mexico. BamBody provided their own materials for the operation. BamBody provided their own materials for the operation.

Due to NovaLink's Mexico manufacturing operations being near Texas warehouses where apparel was sent on demand to Amazon, supply chain problems in China were greatly alleviated.

Now in its first full year of operation, BamBody's manufacturing operation can be considered a success. There are no longer any supply chain issues, not meeting demand, or quality issues with the finished product, which they experienced with their Chinese manufacturing partner. **As a result of the efficiency provided by NovaLink as their manufacturing partner, BamBody expects to increase production beyond their initial target of 14,000 undergarments per week.**

Why BamBody Chose NovaLink:

- 30 years of experience in manufacturing
- Experience with producing undergarments with a high demand
- Availability of Equipment to Complete Their Operation
- Proximity to their Warehouses in North America

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