

Case Study: Westland Industries

Westland Industries is a manufacturer of after-market boat covers and Bimini tops, as well as other canvas products. Westland has been in the boat cover business for over 40 years and is a trusted name in the canvas industry.

Business Challenge

Due to the nature of their business, Westland could not carry inventory for their products, as many of the covers and Bimini tops are aftermarket, and no longer available for sale retail. This on demand model required them to manufacture and ship on a short timeline – sometimes as short as seven days. Proximity to market and the ability to drop-ship also became an issue due to the on-demand model of their business.

The NovaLink Solution

Beginning their partnership in December 2003, NovaLink setup a customized sewing operation that allowed Westland to send custom orders directly to them and have rapid turnaround from the factory floor directly to the customer.

The produce-to-order/drop-ship model provided by NovaLink allowed Westland to reap tremendous savings from their operations and overhead as they able to continue to produce customer orders for their aftermarket boat covers and Bimini tops without having to store any inventory.

The drop-ship operation required the operation be close to the U.S.; waiting weeks or months for product to be shipped from China was not an option. This was no problem for NovaLink, with their proximity to the U.S. border from their factory in Mexico, Westland was able to streamline their supply chain and accommodate their customers expectation of having their product sent to them in seven days.

Due to the cost savings and the nimble production model they enjoy, Westland has been able to acquire a large share of the aftermarket boat cover and Bimini top market. Their 16-year business relationship continues to be strong.

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 Westland Chose NovaLink:

- 30 years of experience in manufacturing
- Skilled Labor force
- Proximity to the U.S. market
- Ship products direct from the factory
- Make custom orders on demand

The logo for Westland Industries features the word "Westland" in a large, blue, serif font. A stylized blue wave graphic is positioned beneath the letters "l", "a", and "n", starting under the first 'l' and ending under the 'n'. A registered trademark symbol (®) is located at the top right of the word.