

# CASE STUDY: POWELL INDUSTRIES

Founded in 1947, Powell Industries is the strategic supplier of choice for companies that utilize highly complex and integrated systems for critical processes related to electrical energy, including distribution and control.

## Business Challenge

In 2009, Powell's business was growing substantially and they recognized an opportunity to shift some of their floor space from component assembly to the manufacturing of their end products. This project led them to explore a variety of other options for alternate manufacturing space. Powell already utilized a supplier in **Juarez, Mexico**, but this would not allow the freedom or flexibility that a shelter operation would provide.

As an alternative to building a new facility or adding space, Powell sought a partner with the expertise and experience to oversee a portion of their subassemblies, which would allow them to effectively accommodate and manage their growing business. Powell ultimately engaged NovaLink in June of 2009 to manage their surplus manufacturing needs given NovaLink's proven history of supplying and delivering high quality subassemblies.

## The NovaLink Approach

Before allocating a large portion of their subassemblies to NovaLink, Powell wanted to ensure the two companies could forge an effective, successful relationship. Accordingly, NovaLink leveraged their flexible, scalable business model to create an arrangement that not only catered to Powell's desire for a trial period with NovaLink, but also allowed for future growth of the partnership.

Although NovaLink's operation with Powell started small, it has grown substantially as a result of NovaLink's **expertise and dedication to quality and cost efficiencies**. NovaLink now provides a variety of subassemblies for Powell's facilities and has ended the relationship with the previous supplier in Juarez.

### Why NovaLink is a Trusted Partner

- Customer-focused, professional management team
- Well-trained, productive employees
- Excellent facilities
- Clear communication
- Robust inventory management processes
- Customs expertise
- Open and transparent operations