

Case Study: Kent Water Sports

NovaLink provided a strategic solution to Kent Water Sports' production and supply chain challenges. By introducing in-house manufacturing and foam cutting equipment, Kent Water Sports significantly increased production capacity, enhanced product quality, and reduced lead times. NovaLink's partnership resulted in improved customer satisfaction, higher sales volumes, and cost savings for Kent Water Sports.

Business Challenge: Kent Water Sports' Supply Chain Constraints

In the fast-paced world of water sports, meeting high demands and maintaining efficient supply chains is crucial to success. Kent Water Sports, a leading manufacturer of water vests (life jackets), faced significant challenges with their current contract manufacturers in China. Their inability to fulfill high-volume orders hindered their growth and customer satisfaction. Additionally, they sought ways to source water jacket materials within the US.

.The key issues they faced were:

- **Inadequate Volume in China:** Despite partnering with multiple contract manufacturers in China, Kent Water Sports struggled to meet growing demand for water vests. Limited production capacity hindered their ability to capitalize on market opportunities.
- **Sourcing Materials in the US:** Kent Water Sports recognized the need to reduce dependency on overseas suppliers and find reliable sources for quality materials within the US. This decision aimed to improve overall product quality and reduce lead times.

Why Kent Water Sports Chose NovaLink:

- 30 years of experience in manufacturing
- Experience with producing products with a high demand
- Availability of Equipment to Complete Their Operation

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The NovaLink Solution: A Strategic Partnership

As a subject matter expert in supply chain optimization and contract manufacturing, NovaLink offered a comprehensive solution to address Kent Water Sports' challenges.

- 1. Manufacturing Process Enhancement:** NovaLink initiated a strategic shift in the manufacturing process. Instead of solely relying on contract manufacturers in China, NovaLink leveraged their in-house expertise and cut-and-sew operators to produce the water vest skins themselves.
- 2. Introduction of Foam Cutting Equipment:** To create complete water vests in-house, NovaLink invested in cutting-edge foam cutting equipment. This allowed them to efficiently manufacture high-quality vests with improved precision and reduced production time.
- 3. Meeting Sales Demands:** NovaLink provided dedicated staff for Kent Water Sports' operations. This ensured a consistent and smooth production process, enabling them to meet their sales demand effectively.

Results and Benefits

By partnering with NovaLink and adopting their strategic solution, Kent Water Sports experienced remarkable improvements and benefits:

- **Increased Production Capacity:** With NovaLink's in-house manufacturing capabilities, Kent Water Sports witnessed a significant boost in production capacity. They could now handle larger orders and meet customer demands more quickly.
- **Enhanced Product Quality:** By sourcing materials within the US and adopting advanced manufacturing processes, Kent Water Sports' water vests improved significantly. This led to higher customer satisfaction and increased brand loyalty.
- **Reduced Lead Times:** The integration of NovaLink's foam cutting equipment streamlined the production process, resulting in reduced lead times. Kent Water Sports could now deliver their products faster, gaining a competitive edge in the market.
- **Cost Savings:** Shifting production in-house and sourcing materials locally helped Kent Water Sports reduce production costs and transportation expenses, contributing to improved profitability.

Do you need a nearshore manufacturing partner or solution for your business? Contact NovaLink today: 956-621-7362 or visit our website: