

Case Study: TD Industrial Coverings

TD Industrial Coverings, Inc. (TDIC), a pioneer in industrial coverings, embarked on a 35-year journey, initially focused on protective covers for robotics and later expanding into various industrial applications. Their growth led to a crucial Mexican partnership, enabling them to set up operations in the country. However, capacity constraints and geographical challenges in Laredo posed logistical hurdles. NovaLink emerged as a game-changer, offering comprehensive support and infrastructure to resolve these issues.

Expanding Horizons: NovaLink's Role in TD Industrial Coverings, Inc.'s Mexican Endeavors

In the realm of industrial coverings, TD Industrial Coverings, Inc. (TDIC) stands as a pioneer, having charted a remarkable journey over the past 35 years. From their inception, TDIC has been dedicated to designing and manufacturing protective covers for various industrial applications, particularly in the realm of robotics. Over time, they've broadened their scope to encompass welding, painting, finishing, assembly, and a plethora of applications catering to diverse industries.

The Initial Steps and Mexican Partnership

As TDIC's reputation grew and their product demand surged, they sought to expand their operations. For this, they established a crucial partnership in Mexico. Initially, this partnership bore fruit, enabling TDIC to set up shop in two locations within the country. However, as they continued to innovate and grow, they faced a significant hurdle.

Their partner in Mexico, instrumental in their manufacturing processes, had reached its capacity limits. TDIC's ambition outstripped the capabilities of their existing setup. With the introduction of electric cutters and plans for further expansion, it became evident that they had outgrown their current partner's capabilities.

Why TD Industrial Coverings Chose NovaLink:

- 30 Years of Experience in Manufacturing
- Successful Track Record
- Capacity Expansion
- Streamlined Logistics
- Cost Efficiency
- Agility and Growth for Their Operation

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The Challenge of Location: Laredo vs. Brownsville

One obstacle loomed large on TDIC's path to growth – their geographical location in the Laredo area. Border crossing in this region was notably less straightforward compared to the neighboring Brownsville area. This geographical challenge posed a significant logistical hurdle, particularly when it came to shipping their products.

In their quest for a solution, TDIC engaged the services of a broker to facilitate the transportation of their products from their Mexican production line through the Port of Brownsville. This intermediary step, while functional, added complexity and cost to their operations.

NovaLink: A Turning Point in Expansion

This is where NovaLink entered the picture as a game-changer. With their proven expertise in helping companies scale their operations in Mexico, NovaLink became TDIC's new partner and a beacon of hope for their ambitious growth plans.

NovaLink's comprehensive support and robust infrastructure not only resolved the issue of capacity constraints but also streamlined the supply chain by eliminating the need for the intermediary broker. This not only reduced costs but also significantly improved the efficiency of TDIC's operations.

The Success Story Unfolds

With NovaLink by their side, TDIC saw their Mexican operations thrive. The addition of electric cutters and the freedom to expand without limitations breathed new life into their business. What once seemed like an insurmountable challenge due to geographical constraints had been transformed into an opportunity for growth.

TDIC's products could now flow seamlessly through the Port of Brownsville, cutting down on transportation time and costs. The partnership with NovaLink had not only expanded their potential but also made their operations more agile and competitive.

Looking Ahead: A Bright Future

As TDIC continues to flourish with NovaLink as their strategic partner, their vision extends further. They are now actively seeking to onboard new suppliers, leveraging the successful model they've established in Mexico. NovaLink's role in this expansion is pivotal, acting as the bridge that connects TDIC to an ever-growing network of opportunities.

In conclusion, TD Industrial Coverings, Inc.'s journey is a testament to the power of strategic partnerships and forward-thinking solutions. NovaLink's support has allowed TDIC to break through barriers, maximize their potential, and set their sights on even greater horizons. As they march ahead, it's clear that the partnership between TDIC and NovaLink is not just about expanding operations; it's about realizing dreams and creating a brighter future in the world of industrial coverings.

Do you need a nearshore manufacturing partner or solution for your business? Contact NovaLink today: 956-621-7362 or visit our website: <http://www.novalinkmx.com/>