



CASE STUDY

Steelcase

When Steelcase came to Fairway Products, they had a history of designing their own products and determining their own textile material needs, but were in need of a partner that could sew their materials into assembly-line-ready pieces.

For over 20+ years, Fairway has been the go-to trusted solutions provider for cut and sew light manufacturing needs and vendor management.

Not only do we make sub-assembled componentry for their needs, but we also warehouse their materials, and ship the products on an as-needed basis.

THE KEY TO SUCCESS? FINDING THE RIGHT PARTNER FOR THE JOB.

Steelcase is an office furniture manufacturer that creates carefully designed premium quality office furniture great for commercial and home spaces. The company is constantly striving to find new ways to improve their products.

Steelcase needed a manufacturing partner capable of executing high-quality soft goods products at the quantity they needed, when they needed it. It was already partnered with a wide range of vendors, so they were looking for a partner to help them manage their supply chain.

That's why over 20 years ago, they came to Fairway Products to help them solve their complex sewing needs.

Throughout the duration of the relationship, Steelcase has gotten more than a sewing partner, it got a product development and supply chain management team that simplified the entire soft goods vendor ecosystem.

CONTROLLING CHAOS IN THE SUPPLY CHAIN

Throughout the decades-long relationship, the team at Fairway Products has created programs for product development, taken care of managing Steelcase's tier two and three vendors, and executed light engineering of components.

Its fluid supply chain management and efficient solutions allow Steelcase to bring its products to market faster.

The team of experts at Fairway understand the science of product development and textile uses. It's engineers work directly with Steelcase's engineers to develop designs that produce better products more efficiently.

This happens by assessing the product or idea, researching how it's been done, and then vetting materials and processes until they have created a process and a product that meets Steelcase's needs.

In creating new office furniture components, Fairway uses state-of-the-art CNC fabric cutting technology, both Pathfinder and Gerber, allowing them optimize use

of the raw materials in production and as a result, produce maximum yield.

It also uses highly efficient die-cutting technology and state-of-the-art program sewing to execute the intricate patterns with the utmost precision and accuracy.

The highly-trained staff at Fairway has the expertise and the experience to operate the advanced machinery. They're trained to manually sew with impeccable precision and can do so when needed. Its process is designed to create as many products as Steelcase needs exactly when it needs them.

Fairway Products' system integrates with Steelcase's electronically to maintain highly effective communication. As a result, when Steelcase has a soft goods manufacturing need, Fairway's response time is unbeatable.

Since partnering with Fairway, Steelcase has reduced the number of vendors it's partnered with down from the thousands to the hundreds.

THE SOLUTION: SIMPLIFY THE PROCESS

Today, Fairway Products supply over 100 different products and services to Steelcase. Some of its current programs include creating a component solution for pending products. In addition, it is currently managing its vendors, assembling parts, and shipping the components in various colors to Steelcase to use in assembly.

Together, Fairway Products and Steelcase curated the right aesthetic and performance characteristics to make the product more enjoyable for its customers, and more efficient in how the product is made and assembled.



Steelcase is a four billion-dollar company and chose Fairway Products to be responsible for millions of dollars of work annually. It helps Steelcase build better products to deliver to dealers, giving its customers access to the incredible furniture that supports them every day.



GET THE SERVICE YOU REALLY NEED

Whether you have a fully-fledged product idea, an existing prototype you want to improve, or simply an idea sketched on your dinner napkin, the team at Fairway Products is here to help you realize that dream and transform it into a reality.



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Reduce your soft goods manufacturing costs and improve your production timelines, call Fairway today for a **FREE** process engineering consultation.



CASE STUDY



When a multi-national transportation business, Isringhausen, came to Fairway Products, they were looking for a manufacturer that could assist them with developing their material needs. When they approached Fairway Products with an idea for a semi-truck seat cover, Fairway was able to reverse engineer it and transform it into a product with better materials, better patterns, and better results.

With its state-of-the-art technology, the team at Fairway was able to ideate, design, cut, sew and produce the material into an assembly line-ready product.

MAKING PRODUCTS BETTER.

Isringhausen supplies aftermarket seats for buses, big trucks, and military vehicles. They assemble their products but they outsource for product design. The company was in need of a better soft goods seating solution, and they needed a partner to deliver it.

Fairway Products' Director of Product Development directly worked with their in-house team to ideate and execute an improved end-product. Fairway's expert team receives products from Isringhausen that they then reverse engineered to analyze how the product was made.

Reverse engineering a product means taking it apart to analyze how each piece of the product is functioning.

After analyzing how it was made, Fairway executes research and goes to the drawing board with its engineers to create a more efficient product design.

THE JOURNEY TO FINDING THE SOLUTION

Everything from the textiles being used, the technology that works with it, and the process for creating the seat covers were evaluated for improvement. Fairway prototypes its ideas and analyzes the outcome continuously until it has created a better product.

This process doesn't end once the product is created. Fairway executes regular prototyping to ensure quality is maintained and any areas for improvement are not overlooked.

Fairway is able to cut steps out of the manufacturing process while making the most efficient use of the materials to increase the speed of getting the product from the manufacturing facility to the market.

The delicacy of Isringhausen's products requires what a machine can never provide: the human touch.

The highly skilled team at Fairway Products undergo extensive training with expert mentors to

become experts in their skills. Because of this, Fairway's sewers are some of the best in the industry. They are responsible for executing the unique stitches that provide unmatched durability and precision for the semi-truck seat covers.

Fairway's climate-controlled facility is critical in preserving the quality of raw materials and products, one of the many pieces it has in place in its facility to take care of the textiles properly.

Additionally, Isringhausen needed to store their inventory because there wasn't enough space to keep it in-house. So along with developing new products, Fairway implemented its proven process for the supply chain management.

Fairway Products has been able to expertly deliver on its promise to Isringhausen to manage supplies and meet the product lead times with ease.

THE SOLUTION: A MANUFACTURER THAT CAN DO IT ALL

Fairway has provided Isringhausen with outstanding product development through its proven processes to help them design better-fitting seats with a more efficient manufacturing process.

Isringhausen now has a manufacturing partner capable of providing products as needed, with the flexibility to handle changes in supply delivery on a week-by-week basis.



Isringhausen is providing its customers with better seat covers, and its customers and competitors have taken notice. It can count on Fairway products to help it put its best foot forward all the time.



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