



Client Snapshot | Region: Americas  
Industry: Sporting Goods



# From Concept to Shelf: Contract Manufacturing Solution



## Setting

- A privately held, medium-size sporting goods company wanted to develop new, proprietary archery accessories

## Challenge

- Identify an effective engineering and manufacturing solution to turn patented concepts/drawings into a finished product.
- Protect intellectual property and hold costs within a strict budget while meeting rigorous quality standards.

## Solution

- Sertus reviewed initial CAD drawings with potential suppliers, evaluated manufacturing capabilities and commissioned hand samples from selected factories
- Component costs negotiated, molds developed and prototypes perfected with a centralized packaging and assembly solution to protect patents.

## The Results

Sertus **beats client target price** and **exceeds quality standards**

Client able to focus on roll-out while Sertus perfects supply chain, getting product to shelf **6 months ahead of schedule.**

