

NEW LOCATION, SAME STATE, BETTER PRODUCTIVITY

ABOUT LOGOSPORTSWEAR.COM. Based in Wallingford, Connecticut, Logo Sportswear is an online leader in customer-designed apparel for businesses, sports teams, schools, various organizations, and event groups. The company has been serving customers nationally for more than 20 years, and has over 90 employees.

THE CHALLENGE. As Logo Sportswear's continuous investment in technology and apparel decoration manufacturing increased, it became evident that moving to a larger facility was critical to support their business growth. Stakeholders and executive management were adamant about remaining in Connecticut in order to retain their employees and to continue giving back to the state, which had been so supportive of their growth over the last two decades.

Logo Sportswear knew they needed a third-party consultant to assist with the relocation of the business to help ensure they could adhere to a narrow timeline without stalling operations and potentially losing revenue during the transition. Having worked with CONNSTEP, a NIST MEP affiliate, in the past, company leaders knew where to turn for assistance in planning the move, optimizing the new plant layout, and improving workflow processes.

MEP CENTER'S ROLE. CONNSTEP's Bill Caplan and Roy Laun collaborated with Logo Sportswear's department leads to conduct time studies and workflow Kaizen improvement events for the company. Using Logo Sportswear's new strategic plan for guidance, CONNSTEP worked with the team to develop a new plant layout. They implemented a movable rack system from shipping and receiving across all work areas, and made improvements to better control in-house inventory, identify staff capacity, and increase turnaround times. Next, CONNSTEP helped the company to complete the physical move from Cheshire to Wallingford during a weekend, with little to no loss to the production output.

"With their help, we accomplished huge savings by relocating and with the efficiencies gained through new workflow processes, we are now able to run two full-time production shifts," said Tom Kordick, director of operations. The production improvements cut processing time in half as sales increased. Logo Sportswear invested in new equipment, added jobs, and increased in-house placements.

"Although we've come a long way over the years, it can be difficult to continuously identify new opportunities for savings and growth. We always look to CONNSTEP to help us in these critical areas. Year after year, we reconnect with them to see where the potential is."

-Tom Kordik, Director of Operations

RESULTS



Increased sales by **12%**



Invested **\$100K** in new equipment



Added **32** jobs



Reduced processing time by **50%**



Increased in-house placements by **10%** per year

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