

SUPPLY CHAIN SUCCESS HELPS COMPANY PIVOT TO PPE MANUFACTURING

ABOUT ALPINE FIT. Alaska Fit is a sewn product manufacturer in Anchorage, Alaska, sourcing and producing in the U.S.A. Their products are designed and field tested in Alaska for the outdoor enthusiast market with fits for different body proportions and technical fabrics.

THE CHALLENGE. Alpine Fit needed help pivoting to make surgical masks for healthcare workers. They had the knowledge and skills to tackle the sewing of the masks but lacked the supply of surgical wrap and an agreed-upon design.

MEP CENTER'S ROLE. The Alaska MEP, part of the MEP National Network™, was able to convene a meeting of healthcare providers and locate a continuous, albeit small, supply of surgical wrap that could be provided to Alpine Fit as a critical input for surgical masks.

The Alaska MEP also connected Alpine Fit to the healthcare industry to achieve consensus on one mask design that all manufacturers would use. They were able to gain consensus and deliver that mask design to all of the manufacturers.

With the design and surgical wrap in hand, Alpine Fit began manufacturing surgical masks for the healthcare industry!

"The Alaska MEP helped me to acquire the necessary surgical wrap to produce surgical masks that could be used by the healthcare industry. "

-Jennifer Loofbourrow, CEO/Owner

RESULTS



Alpine Fit was able to break into the healthcare market



Alpine Fit was able to create a new product



Alpine Fit was able to keep their doors open during the COVID-19 pandemic

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