

## COMPREHENSIVE COMMERCIALIZATION STRATEGY ASSISTS VIRGINIA METALFAB WITH EVOLUTION TO A FULL PRODUCTION METAL MANUFACTURING COMPANY.

**ABOUT VIRGINIA METALFAB.** Virginia MetalFab of Appomattox, Virginia, was founded in 2002 to provide the equine industry with high-quality manufactured and customized products. The business then diversified to provide its fabrication and manufacturing services to companies in a wide range of industries. Virginia MetalFab has continued to invest in state-of-the-art equipment to expand its services, create efficiencies for its customers, and equip its employees with the tools needed, making the company a marketplace leader in the metal manufacturing industry.

**THE CHALLENGE.** Virginia MetalFab was looking to expand physical space and market space. The strategy required growing from a “job shop” to a production metal manufacturing company, increasing market share in their current industries, growing their transportation market share and increasing their physical footprint. At the time of the first meeting, Virginia MetalFab had identified a vacant furniture building as their potential expansion location. For help they turned to GENEDGE, part of the MEP National Network™.

**MEP CENTER'S ROLE.** GENEDGE first helped develop a comprehensive commercialization plan that included, among other items, future state value stream, facilitation and business case information. The second part of the solution was to implement projects that removed barriers or expedited plans to accomplish the goals set out in the strategic plan.

Two focus areas were covered: one was related to the business complexity of growing from a job shop to a production metal manufacturing facility, and the second was related to the physical expansion. The results included a more integrated ERP system with corresponding real-time dashboards and a lean facility layout.

Today, Virginia MetalFab manufactures metal parts and assemblies for a wide range of industry leaders in energy, utilities, transportation and technology. As Governor Youngkin stated at the time of announcing the businesses \$9 million investment for expansion, “This homegrown company is boosting the manufacturing industry in the region and will benefit from a skilled workforce that is primed to fill these positions. We look forward to a continued partnership with Virginia MetalFab in its next phase of growth.”

**"GENEDGE provided crucial support and services for us as a manufacturer in Virginia at a time where we needed it the most – when we were growing! That help has been invaluable to our transition to our larger facility and has assisted in allowing us to assist customers at a scale we had only dreamed of helping. We could not be more thankful for the support they provided us at such a crucial time in our business."**

-Brian Morris, General Manager

## RESULTS



130 jobs created or retained



\$20,000,000 in new or retained sales



\$11,750,000 in new investments



\$4,000,000 in cost savings

## CONTACT US



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