

FROM MANAGING THE DAY-TO-DAY TO MASTERING THE FUTURE: SUPER SEER'S SUCCESS STORY

ABOUT SUPER SEER CORPORATION. Nestled in the town of Evergreen, Colorado, Super Seer plays a vital role in both local industry and national safety. Founded in 1967, this third-generation manufacturer is the premier manufacturer of high-quality helmets for law enforcement, providing essential protective gear to police officers, SWAT teams, mounted patrol units, and correctional officers across the country. Their commitment to precision craftsmanship is evident in their hand-painted designs, custom motorcycle helmets, and a diverse range of accessories tailored for both safety and style.

THE CHALLENGE. Super Seer's journey with Manufacturer's Edge (ME), part of the MEP National Network™, began unexpectedly when the ME Regional Director, Eric, who lives in Evergreen, stopped by their facility. As the only manufacturing company in town, Super Seer was a surprising discovery in his own backyard. During his visit, Eric introduced himself to Steve and the team, who initially believed they didn't need external support.

However, as they discussed the company's day-to-day operations: managing orders, keeping production running, handling finances, etc. Eric pointed out a key insight: "You are working **IN** your business, not **ON** your business." This observation resonated deeply with the team at Super Seer, prompting them to reassess their approach to long-term strategy and operational efficiency. Recognizing the value of an outside perspective, leadership made the pivotal decision to explore how Manufacturer's Edge could support their growth and sustainability.

MEP CENTER'S ROLE. Through the partnership with Manufacturer's Edge, Super Seer quickly gained valuable financial and operational support. Eric's first priority was assisting them in strengthening their financial foundation by helping vet and onboard a fractional CFO, who now works with the finance team monthly to ensure their books remain in order. Additionally, Eric connected them with Schooley Mitchell, a cost-reduction firm that successfully negotiated more competitive vendor rates, resulting in significant cost savings.

These strategic improvements proved critical when Super Seer received a large and time-sensitive order from the City of Chicago. The order required them to increase production by thirty percent within a short timeframe. Thanks to the financial structure and operational efficiencies implemented with Manufacturer's Edge's assistance, Super Seer was able to meet the demand without adding temporary labor or incurring overtime costs. The collaboration remains ongoing, and just this week, Super Seer launched a comprehensive lean manufacturing initiative to further enhance efficiency and position the company for continued success.

"Our Regional Director, Eric, is our champion. He is our cheerleader. He's just tremendous. Based on our experience, I would highly recommend partnering with Manufacturer's Edge. You don't even know what help you need until someone looks at your business objectively."

-Steve Smith, President

RESULTS



22 in new or retained jobs



\$5,000 in cost savings

CONTACT US



Manufacturer's Edge
1667 Cole Boulevard, Suite
400
Lakewood, CO 80401-3313



(303)592-4087



www.manufacturersedge.com

