

## Case Study

*Tanning equipment, product and service distributor sought outsourced contract manufacturer to design, engineer and produce stand-up tanning beds able to withstand and meet FDA and ETL approval and labeling requirements and meet industrial usage in tanning salons nationwide.*

## THE CLIENT

IBL Acquisitions, LLC ([www.tanningsuppliesunlimited.com](http://www.tanningsuppliesunlimited.com)), based in Indianapolis, Indiana, is a tanning-equipment, supplies and service distributor servicing salon-owner clients nationwide. Their unique business approach, focused on customer service, provides industry knowledge and experience to already established tanning salons and to start-up salons as well — increasing profitability and visibility.

## THE CHALLENGE

After being approached by one of their customers who felt as though current market equipment products were not meeting their wants and needs — in addition to the timely availability of product — IBL, LLC was tasked to provide an alternative industrial equipment option for their tanning salons.

IBL began a search for an outsourced production supplier to provide wire harness cabling as they began to research producing their own tanning bed equipment in-house. Top of mind during that initial search was to find a company that was local, providing a quick production turn-around module, and one that already had wire-harness production capabilities and skilled labor in place.

As the research for manufacturing options continued, IBL came to the conclusion that they did not want to manufacture the tanning bed equipment at their facility and began to focus on searching for a locally based manufacturing partner. Of importance was to search for a manufacturing partner that could provide design input, engineering knowledge, and quick turnaround production.

Crucial to that search, was to find a manufacturing partnership that would allow IBL to maintain less skilled labor and overhead staff internally but that would allow IBL management to have easy access to a local manufacturer to facilitate what was expected to be an evolving design, engineering, production and delivery relationship.



### Client:

Indianapolis, Ind.-based tanning equipment, supply and service company

### Challenge:

Securing an outsourced contract manufacturing to partner with to efficiently and timely produce an industrial tanning bed

### Solution:

- Design, engineer, and implement a total custom manufacturing solution
- Create customized assembly protocol and time-efficient production
- Successfully produce, store and deliver final cost-effective product for testing and end-use delivery

### Results:

- A customized production schedule was developed, allowing for a timely delivery of product that was cost effective
- Streamlined processes and cross-trained production staff to optimize assembly production ultimately providing quick production turn-around times
- Successful manufacturing collaboration resulting in a continuation of an ongoing working relationship

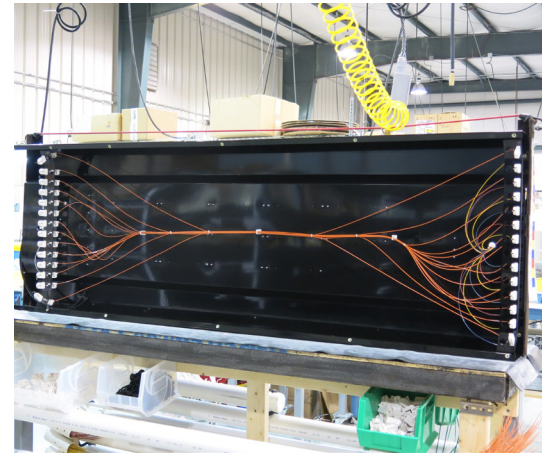
## THE ALTEX SOLUTION

IBL began the search for a manufacturing partner in fall of 2012. Its initial search for a local wire harness product supplier brought Westfield, Ind.-based ALTEX to the forefront of partnership options. During an initial meeting of ALTEX and IBL it became clear that ALTEX possessed the skilled labor force, engineering and design staff, and production facility space to manufacture not only the wire harness product, but also installation of all electrical systems for the tanning bed equipment.

In response to the pressing need of IBL to begin production and ultimately FDA and ETL labeling and approval, ALTEX quickly began to utilize their engineering and design staff to create a tanning bed prototype, secure sourced materials and then develop a customized production cart to maintain time-efficient assembly. During the prototype and engineering phase, ALTEX was able to reduce the cost of the bed by suggesting new designs that saved on component cost and labor time.

## THE RESULTS

As a result of a highly successful collaboration, IBL is in the final stages of approval for the tanning bed equipment. The streamlined manufacturing processes and skilled labor training implemented by ALTEX have allowed for steady equipment production and an uncomplicated delivery process. The dedicated area for inventory, raw materials and temporary storage of finished goods made ALTEX an excellent and low-maintenance partner for IBL's equipment production needs.



“ One of our clients had a very specific need that I needed to satisfy and do so relatively quickly. Once we discovered that ALTEX could not only produce the wire harness apparatus needed for the tanning bed production, but could manufacture the complete tanning bed for us as a contract manufacturer, it was the best local, all-encompassing production model we could find anywhere. ”

*Mike Gilley, President and Owner, IBL, LLC*

