

## IMPROVED COMPANY STRATEGY AND STRENGTHENED SUPPLY CHAIN

**ABOUT OTW SAFETY.** [OTW Safety](#) is a company based in Salt Lake City, Utah, that manufactures plastic barricades and safety equipment for use in multiple industries, including protecting roadway construction crews, warning pilots of airfield hazards, security barriers, crowd control, and delineating spaces at public events. They have been in business since 1989 and employ seven people. You can find OTW barriers at major airports and at sports stadiums of the New York Knicks, Miami Heat, and Detroit Red Wings among others. OTW Safety prides themselves in manufacturing barriers in the USA, working with their customers to understand their needs, and providing tailored solutions.

**THE CHALLENGE.** OTW Safety was looking for best-practices to apply to their supply chain management, so they could spend more time focusing on strategic business growth. Despite the company being well established, they recognized the need to get an outside, independent organization to help evaluate goals and modernize our process. For assistance, they contacted the University of Utah Manufacturing Extension Partnership center (UUMEP) - part of the MEP National Network™.

**MEP CENTER'S ROLE.** Theresa Drulard, Director of UUMEP, met with OTW Safety management to identify the supply chain methods most critical to achieving their business goals. Being an experienced business coach, Theresa provided the most appropriate tools for their leadership to support setting and implementing a company vision. The UUMEP staff carefully listened to what the company was trying to achieve and captured the overarching themes. Instead of the boilerplate checklists one might find with other consulting groups, they took the time to fully comprehend the nuances of the company. Collectively, they identified the need to further evaluate the company's key offerings and reinforce foundational tenets, thus expanding its competitive advantage.

"Teaming with Theresa Drulard and the entire team at the UUMEP Center has been a phenomenal experience. The UUMEP team significantly improved our operational and strategic initiatives and helped to validate our key areas of focus. They offered critical feedback and tailored solutions to help a small company like ours navigate the potential pitfalls associated with larger manufacturing partners, supply chain challenges, and future manufacturing integration. Connecting with the Center has provided a valuable and qualified third-party viewpoint that has given us confidence in our current vision and direction. The impact on our company will continue in a positive direction as we move into more tactical initiatives. In the long term, we see the result of this partnership being one of critical advantage to our small business and the spring board to fast-tracking our expansion and efficiency goals."

-Eric Stevens, VP of Operations

## RESULTS



Developed a business plan to support a robust company strategy and vision.



Revised contracts to eliminate costs associated with late delivery and/or poor quality

## CONTACT US



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