

CASE STUDY

Newell Brands Supply Chain Control & Branding Consistency

THE CLIENT



Newell Brands is a leading global consumer goods company operating in a diverse grouping of industries, with over 40 brands in its portfolio ranging from cookware and writing utensils to baby products and coolers.

Consolidated SKUs

INCREASED

EFFICIENCY

THE CHALLENGE

Not only did Newell Brands want brand consistency across its new line of high-end small kitchen appliances, the company also needed help implementing the brand refresh with its six OEMs. Obstacles such as complex radii, differing product substrates, and OEMs operating autonomously were hindering brand consistency.

THE SOLUTION

Although only one material was requested, we started by sampling Newell's name plate design in electroform, stainless steel, and aluminum. The Newell design team used our samples to determine that aluminum was the best aesthetic for the company's new product line.

We worked with six separate OEMs in China to implement two badges used across seven different products. Within those seven products were four different substrates and five different radii.

In addition, each product and OEM had different specifications, like high heat tolerances and significant life-cycle testing. Some product housings had recessed pockets for name plates to be assembled in, while others were assembled directly onto the top surface of the housing.

For OEMs looking to use a pocket, we designed the pocket for them and updated their housing files. We closely reviewed housing designs, created prototype tools for the name plates, and 3D printed housings for fit checks. Based on our review, we condensed the number of name plates

required from six to two, drastically reducing the tooling cost and leveraging efficiencies with production volume.

Product housing designs changed multiple times during the design and engineering phases. Our project management with the OEMs was critical to the success of this new product launch. We reviewed every revision that came in, reported discrepancies to Newell, and realigned the OEMs to ensure on-product branding remained consistent.

THE RESULTS

Quality Control

- 👍 LaFrance became the sole supplier for on-product branding, guaranteeing Newell the brand consistency it desired

Cost Savings

- 👍 Reduced tooling costs for Newell
- 👍 Consolidated the number of product SKUs from six to two, increasing efficiencies for product forecasts, production orders, and inventory management for both Newell and OEMs
- 👍 Cost-effective production runs based on higher volume demand across two designs

Efficient Project Management

- 👍 Simplified part approval processes for OEMs and Newell
- 👍 Consolidated part testing for OEMs and Newell

Streamlined Supply Chain Management

- 👍 Newell only needed to work with LaFrance during the project
- 👍 LaFrance managed the OEMs, freeing Newell from that responsibility

Production Differentiation – Elevated Shelf Appeal

- 👍 Newell introduced its new line of small kitchen appliances with branding aesthetics that exceeded the company's design expectations