

## CASE STUDY

### Precision in Every Detail: Delivering a Customised 3-Metre Heavy-Duty Floater



#### ► Introduction

In the specialised floating equipment sector, precision in both structure and appearance is critical. Off-the-shelf solutions often fall short when it comes to tailored requirements.

One of our esteemed customers in the floating equipment industry approached us with a requirement that demanded a high level of customisation – a 3-metre-length variant of a heavy-duty floater. We undertook this project with a clear objective: to deliver a product that perfectly balanced technical dimensional precision with exact visual specifications, while ensuring a smooth and seamless logistical experience from production through to delivery.

#### ► Key Challenges

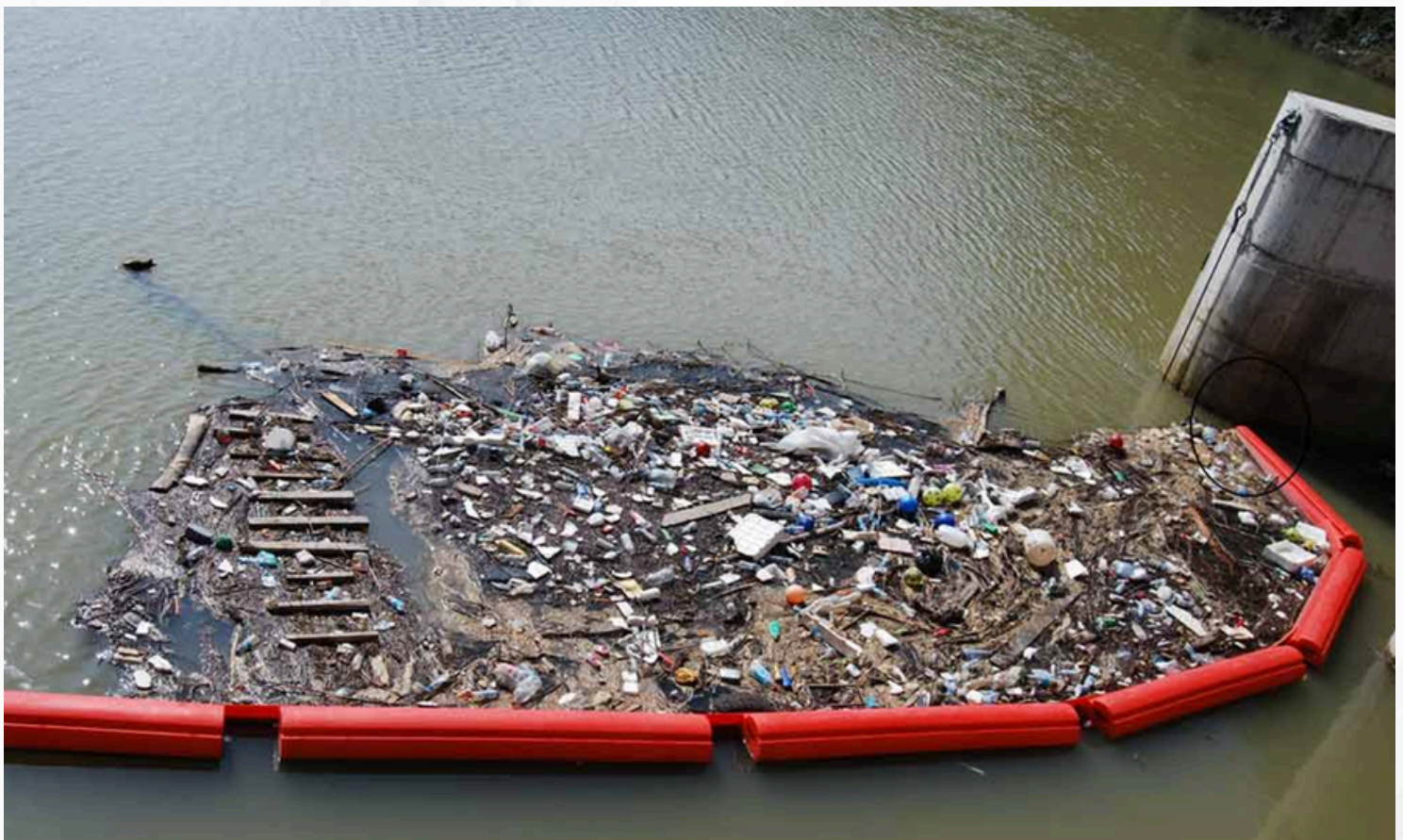
During the project evaluation, our team identified distinct technical and logistical requirements that needed to be addressed to ensure complete customer satisfaction:

- **Colour Accuracy:** The customer required a specific RAL blue tone. In the marine and floating equipment industry, colour is often not just cosmetic but crucial for visibility and identification. Achieving an exact match was a non-negotiable requirement.
- **Dimensional Needs:** The standard product specifications had to be adapted to produce a custom 3-metre variant without compromising the structural integrity or buoyancy of the floater.
- **Logistical Complexity:** The project demanded strict adherence to delivery schedules, requiring expert handling of freight arrangements and consignment clearance to avoid delays.

## ► Solutions

To address these requirements, our team implemented a proactive, multi-faceted approach focusing on product development and service excellence:

- **Proactive Colour Development (RAL Matching):** Understanding the importance of visual consistency, we did not rely on digital approximations. We developed and provided physical cut-piece samples in four different colour variants. This allowed the customer to verify the shade physically, resulting in the selection of a blue variant that precisely matched their requirement.
- **Product Customisation:** Our design and production teams adapted our manufacturing process to produce the custom 3-metre floater. We ensured that all quality and dimensional standards were rigorously maintained during the moulding process.
- **Integrated Logistics Support:** We extended our support beyond manufacturing by taking ownership of the delivery process. We offered complete assistance in freight arrangements and coordinated closely with logistics partners to ensure smooth consignment clearance.



## ► Results

### Tangible Results

- **Accurate Manufacturing:** Successfully produced and delivered the 3-metre floaters meeting all dimensional specifications.
- **100% Colour Match:** The development of the specific RAL blue tone was approved immediately, eliminating rework and ensuring that the product met the application's visual standards.
- **On-Time Fulfilment:** The entire order was cleared and delivered within the agreed timeframe, helping the customer remain on schedule.

### Intangible Benefits

- **Enhanced Brand Alignment:** The attention to detail in colour development ensured that the product aligned perfectly with the customer's visual identity and safety standards.
- **Strengthened Trust:** The seamless execution of a direct order reinforced the customer's confidence in our capabilities.
- **Stress-Free Experience:** By handling freight and clearance complexities, we enabled the customer to focus on their core operations rather than logistics.

## ► Conclusion

This project highlights our ability to go beyond standard manufacturing to provide truly customised solutions. By combining specialised product development with proactive customer support and logistical expertise, we delivered a product that met both the performance and aesthetic expectations of our customer.

Our responsiveness and execution have not only satisfied the immediate requirement but have also strengthened the relationship and opened the door to future opportunities.