

ADURA ENSURES BUSINESS CONTINUITY DURING SUPPLY CHAIN DISRUPTION

When pandemic-related supply chain shutdowns threatened a customer's most important product line, Adura worked tirelessly to eliminate disruption.

SOLUTIONS OVERVIEW

INDUSTRY Automotive & OHV Lighting

CLIENT Baja Designs

PROBLEM Component supply chain issues put the customer's largest product line at risk

OUTCOME Adura found alternatives to ensure the customer's assemblies would be delivered on time



Why ADURA?

Adura finds solutions. A deep knowledge of the market and a fast-acting, proactive team sharpens the company's competitive edge.

“For the past two years, Adura worked to make sure we didn't have to shut down. They didn't stop. We figured it out together.”

—Baja Designs

CLIENT CONCERNS

- Some of the customer's components had long lead times, requiring very good forecasting and planning with suppliers.
- Several suppliers could not meet demand, leading to major disruptions during assembly.
- The customer needed a partner who could meet demand in a challenging global environment.

ADURA'S APPROACH

- Adura moved quickly and worked tirelessly to find, test and supply alternative sources.
- Working as an extension of the customer's team, Adura sourced and tested 35 alternatives.
- With Adura's support, Baja Designs secured its largest product line — 35% of sales — and delivered without disruption.

THE BOTTOM LINE

“Adura's people are incredible. Whatever it is, we get an immediate response, communication and eventually — the right solution.”