

# Serigraph

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# Customer Analysis Overview

Golf Clubs &  
Accessories  
Manufacturer

**SERIGRAPH**  
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## Business Impact

- ✓ Revenue
- ✓ Cost Savings
- ✓ Productivity

## Business Description

This family-owned golf club manufacturer has been in business for over 50 years and is well-known for producing the winningest, most complimented putter in the history of the game. With a reputation like that, the goal of “optimal engineering and design intended to help every player play their best” has to hold true for every club produced.

The company is known as the innovator in the world of golf club manufacturing. Originating in a garage, custom-making each club by hand to specific customer specifications, superior craftsmanship is in the 50+ year DNA of the company. Innovation in design, manufacturing, fit, finish and results continues to set the brand apart as it offers customized variations of golf clubs at an industry-leading pace. Each person who buys golf clubs receives a unique set of clubs with golf heads selected and manufactured for different lies and offsets. In addition, length, fit, finish and further customizations are made based on a checklist of the player’s physical characteristics, common problems and distances.

Innovation is such an overused word that it is necessary to provide another example to understand how far this company goes on a daily basis to evolve and improve. “...so intent on custom fitting that it began manufacturing some iron club heads with a small notch in the club head. The notch allows the club head to be bent to the required specification without the danger of breaking the club head as was the problem for previous models.”

The brand is very valuable, and everything that is done within the company is done to enhance the brand in every way possible. This holds true when it comes to supply chain, manufacturing, and quality. Everything must align to continuously build the brand.

## Critical Business Issues

- ✓ Bottlenecks in product engineering
- ✓ Increasingly frequent product launches
- ✓ Some designs do not do perform well in high-volume forming and cutting
- ✓ Complex, global supply chain

## Results

Serigraph plays a key role in the production of these custom golf clubs. Each club has a 3D applique, which is later filled with proprietary resin. This allows the same club design to be created with a variety of player-specific weights. The company's fitting and customization process are an intricate part of the brand.

The company's engineers work together with Serigraph's engineers on a consistent basis because the value-add step of injecting the resin, which alters the weight, is done in house. There is a partnership between the two organizations that allows for clear and concise communication, upfront design discussions, and thus seamless launches. The quality, delivery, and service that Serigraph provides are measured on a quarterly basis, which has created strong ROI for both sides of the relationship.



Speed in product design and quick product availability are so important because the majority of the sales associated with a new club occur in the first nine months. If there were any quality or delivery issues, revenues would be quickly and significantly impacted.

At one point, the manufacturer's European branch had a particular head design that did not lend itself well to high-volume forming and cutting. Serigraph collaboratively delivered a solution that seamlessly fit the company's existing cell manufacturing process but simultaneously simplified, increased yield and lowered cost of production. The very first products delivered from manufacturing were flawless, speeding product to market.

The company recently changed its development and launch cycle. New products are launched more frequently. This is a reaction to a softening of consumer discretionary income. Despite the prolific release of new products, the partnership between the two companies' engineers ensures that tooling design, color matching, printing, forming and trimming all meet the highest level of quality.



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In addition, swift delivery and exceptional service contribute to the company's ability to win sales in a market where growth can only be achieved by gaining an increased share of a tight market.

Serigraph is measured on quality, delivery and service on a monthly basis, with the results reported within a quarterly Supplier Performance Scorecard. The customized In-mold label and applique chrome molded products supplied by Serigraph are of high quality, and it is rare to have a quality or delivery performance issue. Through fast response times and corrective action processes, Serigraph is readily available to correct even minor quality issues without interrupting production. In fact Serigraph's performance ranks in the top 10% of all of our top tier suppliers, supplying a complex, and highly engineered product with the right fit and finish. Serigraph solutions help distinguish our products from the competition and help us continue to build upon the value of our brand.

The majority of revenue from a new product happens within the first nine months of product release. New product launches therefore represent over 50% of annual revenue.



“  
Serigraph solutions help distinguish our products from the competition and help us continue to build on the value of our brand.  
- Serigraph Customer



“  
The [brand] is very valuable, Serigraph does everything they can do to enhance that.  
- Serigraph Customer

The company manufactures roughly 5,000 finished golf clubs per day and is releasing new products on an increasingly frequent basis. As previously stated, the progress of new designs hinges on the club head design - which involves Serigraph. This dependency has the potential to create a serious bottleneck in both manufacturing and product development.

Serigraph's willingness to collaboratively solve problems and engineer new solutions helps the company avoid these bottlenecks. The close working relationship of the two creative teams enables the supply chain to run smoothly while the brand and business continue to grow.

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This company looks for partners that share its innovation and engineering culture. It has found a perfect match in Serigraph.

## Metrics

- ✓ Increased speed-to-market
- ✓ Prolific launcher of new products; key to capturing market share
- ✓ Each new product performs better than the last
- ✓ Serigraph directly impacts 50% of new product revenue
- ✓ Reduced manufacturing cost for club heads, the most critical component (last true assembler of golf products in the US)
- ✓ Improved quality; low TCO supplier due to superior quality rating
- ✓ Enhance ability to better supply global markets
- ✓ Removed design bottleneck



Excellent partner for years. Have a supply chain culture. ...not looking for lowest price—desire a partner we can grow with creating a win-win.

- Serigraph Customer