

Customer Reported

25%

Reduction in Obsolete Labels

91%

Reduction in On-Hand Inventory

100%

Eliminated Physical Inventories

30%

Reduction in Labor Time to Apply Decals

*“DuraMark’s flexibility and manufacturing technology give us the speed and agility we did not have with previous suppliers.”*

– Genie, Director of Materials

## Genie. + DuraMark Technologies

HOW GENIE ACHIEVED COMPANY-WIDE SAVINGS AND DROVE DOWN INVENTORY AND WASTE

### Unmatched Speed Eliminates Waste and Inventory while Reducing Risk

Today, Genie equipment is used in a variety of industries and applications worldwide, including rental, aviation, construction, entertainment, government and military, industrial, as well as warehouse and retail.

When new or updated infrastructure is under construction, Genie manufactures durable lift and material handling machines to help get the job done. With growing demand for material lifts and mobile elevating work platforms (MEWPs), products such as man-lifts, stick booms, articulated booms, scissor lifts and telehandlers have been added to the Genie product line. All resulting in a growing demand for a fast and flexible option for branding and safety decals that meet strict Genie guidelines.

When Genie first consulted with DuraMark, they were using legacy, labor intensive traditional screen-printing from several vendors. Inventory was purchased in advance of up to a year, all in individual labels. With all the additional product lines being released, inventory was growing, obsolete product (waste) was on the rise, and their current solution was no longer scalable.

During the initial impact analysis review, DuraMark identified quick wins for Genie by moving to a digital first workflow with standard 4-day lead times vs 4+ weeks and a mix of product specific label kit sheets. Updates or changes to models could be completed with no interruption to regular production or a need to toss out old inventory. Further savings could be realized with DuraMark and Genie tying in upcoming production schedules to support a more tightly controlled JIT delivery on a regular basis.

Over the years, Genie and DuraMark have grown together, and the partnership has allowed Genie to streamline production, improve overall quality and durability, and improve cost savings.