



Client:

ZOO Fans, Colorado-based
destratification fan manufacturer

Challenge:

Securing an outsourced manufacturing partner with flexible and responsive solutions to evolving production needs

Solution:

- Provide customized manufacturing, assembly and distribution support
- Identify and eliminate quality defects in existing fan motors
- Provide flexible staffing to accommodate changes in production needs

Results:

- Flexible staffing and responsive solutions allowed ZOO Fans to consistently meet customer demands
- Meticulous quality processes produced fans able to pass rigorous testing by an AMCA-certified lab
- Varying product volumes were dependably produced on time and on budget

“Crossroads’ capability to quickly ramp-up production and maintain high quality standards enabled us to fill a particularly large order without skipping a beat. They have efficient and meticulous processes in place that save me time and money.”

Cory Cochran, ZOO Fans
Director of Operations

Case Study

Crossroads Provides Flexible Staffing and Attention to Quality Vital to Zoo Fans’ Success

THE CLIENT

ZOO Fans is a Colorado-based company that manufactures fans designed for buildings with high ceilings to improve comfort in the Zone of Occupancy (ZOO) where most people live and work. These fans improve air circulation and create energy efficiencies that save on heating and cooling costs.

THE CHALLENGE

Unpredictable changes in customer demand began to impact ZOO Fans’ ability to meet production needs in a cost-effective and timely manner. This led ZOO Fans to seek out an outsourced manufacturing partner that could accommodate the company’s need for flexibility and responsiveness. Equally important to the ZOO Fans team was finding a reliable partner who could provide the attention to detail and level of quality necessary in the production of their fans, which must pass rigorous testing in an AMCA-certified lab.

THE CROSSROADS SOLUTION

ZOO Fans began a partnership with Crossroads after determining the qualified staff, ISO 9001:2008 certification, ETL approval, and wide range of just-in-time services made the company the ideal manufacturing and supply chain partner. Crossroads immediately began to provide ZOO Fans with contract assembly, packaging, warehousing and shipping services.

Crossroads’ quality processes also led to the discovery of a problem in one of the components that had gone undetected by the original manufacturer. This focus on detail reinforced the high manufacturing standards ZOO Fans expects from its partners and suppliers.

Crossroads provides the flexible staffing essential for a company with evolving production demands. ZOO Fans is able to avoid investing the time and expense of managing staffing fluctuations and, instead, focus their resources on the critical task of growing their business.

THE RESULTS

“A broad range of businesses of all shapes and sizes outsource the types of services that Crossroads provides,” said ZOO Fans Director of Operations Cory Cochran. “In our case, it is an ideal way to manage a fast-growing, yet still highly variable order flow. Crossroads’ flex staff makes production efficient and cost-effective. Their capability to quickly ramp-up production and maintain high quality standards enabled us to fill a particularly large order without skipping a beat,” added Cochran.

The level of detailed attention the Crossroads staff offers not only to its production process, but also to taking care of its clients and staff is what made ZOO Fans a loyal partner.

“Not only did Crossroads win me a very large contract, but it’s a company that feels much more a part of the team than a third-party vendor,” said Cochran. “We all have family or close friends who have struggled with disabilities, and it’s touched me personally to see how deeply they care about their staff. They exhibit a level of care and support that is truly inspiring.”