



Case Study

Why This Supply Chain Manager Trusts Winco Stamping To Deliver

Steve, a supply chain manager for a major furniture manufacturer in Wisconsin, has worked with hundreds of suppliers over his 36-year manufacturing career. He's seen how a single unreliable supplier can derail production, cost time, and force people into damage-control mode. Only a few have earned the kind of trust he gives Winco Stamping.

"When I'm looking at customer orders, material availabilities, concerns, or suppliers that might be a problem, if I see Winco's supplier code, I skip right over it. I don't even look at it," said Steve.

That level of trust comes from consistency. Steve has been with the company for six years, and even prior to that, Winco has delivered on every commitment. If there's a problem, Steve said Winco will notify him and reach a quick resolution. If something needs to move faster, they make it happen.

"They're one of maybe a handful of suppliers I don't have to manage. They just do what they say they'll do, and they do it well."

In fact, the relationship works so well that the team recently transitioned seven part numbers from in-house production to Winco.

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Tooling That Lowers Cost and Reduces Complexity

Beyond reliability, Winco's tooling approach makes it easier and more affordable to launch new parts. They utilize a modular system, beginning with standard mold blocks and machining only the unique inserts necessary for each part.

That modularity also reduces setup time, simplifies maintenance, and avoids long lead times on steel. Winco owns and maintains the tooling, storing it at no added cost. For a customer juggling dozens of part numbers, that's real value.

"The way they approach their tooling design saves us money on tooling, which is hard to beat. They've carved out a nice niche. There are stamping plants that will require fancy tooling, which can cost hundreds of thousands of dollars."





Inventory Support That Keeps Production Moving

Winco also manages inventory on the customer's behalf, building parts ahead based on forecasts and past usage. That proactive stocking allows the customer to respond quickly to changing demand without flooding their own facility with excess inventory.

"They stock ahead for us. If something hot comes in, I know I can pick up the phone and get parts moving. I reached out to our Winco contact one time and didn't know he was on vacation. I don't want to bother someone when they are on their personal time, but they are willing to go the extra mile."

While Steve says he tries to be transparent and make them aware of any changes that might be coming, knowing Winco is able to meet fluctuations in demand gives him peace of mind, allowing him to focus on other critical aspects of his business.

A True Partnership

This supplier relationship works well because it's built on transparency, responsiveness, and shared commitment, not just on cost or convenience. From engineering input to order fulfillment, Winco operates like part of the internal team.

"We view it as a true partnership. They're an extension of us, like another work center within our building. We have a mission to support our customers," said Steve. "We would be hard-pressed to find in another stamping supplier what Winco brings to the table. We could find people to make the parts, that's not the issue, but we would have other challenges that would come along that we would have to deal with that we don't with Winco."

Results

- Zero time spent chasing down parts or expediting orders from Winco.
- Reduced tooling costs through modular design and standardization.
- Increased flexibility to meet short-turn customer requirements.
- No unplanned disruptions in six years of working together.