



CHALLENGE

In July 2007, Mavric contacted the nation's leading key blank distributor to discuss the prospect of introducing designer house keys. This proposed key line would be complementary to the distributor's selection of key blanks, and could help diversify the range of personalized products currently offered to its customers.

The distributor was specifically seeking the following:

- An experienced metal design and manufacturing company
- A new and exciting fashion key line to complement existing key lines
- A cost-reduction alternative for existing lines

SOLUTION

Mavric's designer house key concept was created in response to the increased consumer demand for everyday products to enable self-expression. The keys have the standard functionality and durability, while also offering an array of designs, shapes and colors for the consumer choose from. Unlike painted key blanks, Mavric's designer house keys feature unique, metal shapes. These durable, yet lightweight keys range in size from 54-63 mm long, 20-25 mm wide, and 4-6 mm tall. **Mavric's metal design and manufacturing solution for this distributor was turnkey, high quality, and affordable.**

BENEFIT

In working with Mavric, the distributor was able to benefit from the following:

- New and profitable revenue streams through the addition of designer fashion house keys
- Increased margins as a result of Mavric's offshore manufacturing model
- An attractive and innovative product line to address the increasing demand from existing retail channels and customers
- Premium innovative private labeling (Mavric's packaging and design team provided the distributor with packing solutions. All packaging was designed under the distributor's brand name)

WHY MAVRIC?

With thousands of design houses to choose from, finding and vetting a vendor can be a daunting task. Many of these design houses fall short in consistently producing on trend designs, some fail in manufacturing quality goods, while others find it challenging to deliver products to the correct location on time. Failure at any of these points results in loss of potential revenue. **Mavric has solidified its position in the industry by developing a service model that brings transparency and first class service to a marketplace that often times lacks those core values.**

Increasingly, retail buyers are looking to their vendors to take a more active role in the design of new products. Mavric offers fresh perspectives and on trend designs for retails no matter what phase of design they may be in.

Each client is a partner, and the goal of that partnership is to create successful products. Mavric achieves this success through respect of each client's unique goals, quality manufacturing, and of course, on time delivery.

CLIENT TESTIMONIAL

"From a product quality, selection, delivery and customer service standpoint, Mavric Inc. delivers! The overall experience from the initial product sampling to actual delivery has exceeded our expectations. Their team is always willing to work with an account; going out of their way to accommodate any new product request and delivering high quality products that are expected by our customers."

Marketing Manager, National Key Blank Distributor