

Case Study: Luxury Automaker



When an exclusive high-end luxury automobile manufacturer wanted Modular Protective Barriers for a brand new facility, they turned to a trusted brand for the right solution



Challenge

For this luxury automaker, employee safety was a major concern; and avoiding collisions and accidents that led to worker injury and damaged property was a high priority. Without proper protective barriers, worker safety remained a concern. Furthermore, machinery downtime, insurance claims, and repairs could lead to challenges that the new facility could possibly face. The automaker needed these Modular Protective Barriers to clearly identify walkways for their employees.

Overview

The real challenge was for Bluff to match the exact shade of blue that the luxury automakers wanted custom-painted on the Modular Protective Barriers.

Bluff's custom powder-coat blue finish and high-quality MPBs allowed the auto manufacturer to increase safety and efficiency in an inexpensive and affordable manner.

Solution

The high-end luxury automobile manufacturer was able to find the perfect Bluff solution through one of Bluff's catalog accounts and Partners - C&H Distributors. They placed an order for a Modular Protective Barrier (MPB) that allowed the automaker to safeguard personnel, machinery, in-plant offices, electrical panels, tool cribs, conveyors, finished products, receiving docks, cooling equipment and many other areas in the new facility. The Modular Protective Barrier provided immediate return on investment by increasing safety and protection to personnel and inventory, and offering peace of mind.

The real challenge for the Automobile manufacturer and Bluff partnership was when the former wanted the MPB painted a particular shade of Blue to match their corporate colors. At the time, Bluff only manufactured these products in yellow. Bluff contacted their paint company and came up with a shade that matched the color scheme very closely to what the automaker wanted, and was able to provide the custom-painted MPBs as requested. Having met and exceeded their expectations with the product quality and customization, the automobile manufacturers put in several more orders through C&H Distributors to go with the existing pieces for the same location.