



## CASE STUDY

# DiversiTech Sets New Industry Standard with High Quality and Product Performance for Condensate Pumps

### CHALLENGES

- Seek a manufacturer who offered a diversified supply chain and a geopolitically diverse manufacturing base
- Maintain and improve high quality, competitive cost, and supply chain flexibility

### SOLUTIONS PROVIDED

- Competitive pricing
- Seamless transition from initial manufacture in China to Vietnam facility
- Diversified and integrated supply chain, vertically managed via East West offices and facilities in China and Vietnam
- U.S.-based engineering and customer support
- Project engineering and supply chain management

DiversiTech is North America's largest manufacturer of equipment pads and a leading manufacturer and supplier of components and related products for the heating, ventilating, air conditioning, and refrigeration (HVAC/R) industry.

For their line of innovative condensate pumps, DiversiTech sought a supplier who could diversify their supply chain as well as meet and improve the pump's high-quality control requirements.

### HOW EAST WEST HELPED

After initially establishing the supplier base in China for key components (motors, circuit boards, power adapters), the full manufacturing production was moved seamlessly to Vietnam. Injection molding, assembly, critical performance testing, and packaging were all performed in-house at East West's Vietnam factory. The packaging provided by Vietnam included innovative product display features, implemented at retail-level quality.

Engineering support for the pump was provided at all levels (U.S., East West China, and East West Vietnam offices) to help assist DiversiTech in broadening their offering, providing private labeling and collaborating with their team to launch additional pump SKU's for other markets.

East West currently manages the customer's condensate pump supply chain, providing the benefit of a diverse manufacturing base through one single vendor.

## CASE STUDY RESULTS

DiversiTech successfully launched the product line through several market channels. As market share grew and the product line became a strategically important one for DiversiTech, East West established for them a uniquely reliable and diverse supply chain to support that growth.

The new condensate pump performance and quality were so high that it set a new industry standard. The product packaging is unparalleled and was executed at low cost offshore allowing the customer to establish true merchandising at the same cost as traditional packaging done domestically. The customer has an attractive cost basis, allowing it to compete aggressively and profitably win market share.

## VERTICALLY MANAGED SUPPLY CHAIN: PUMP

### In-House PCBAs: **Vietnam**

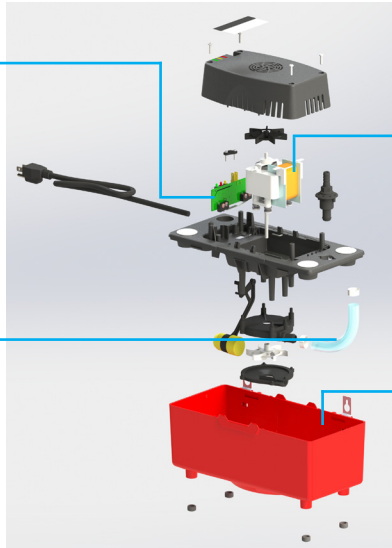
#### *Additional Vietnam Capabilities:*

- Own SMT lines
- In-House tooling to design and manufacture custom parts
- Electronic assemblies, sub-assemblies, and box builds

### Tubing: **Vietnam**

#### *Additional Vietnam Capabilities:*

- Extruded plastics
- Rubber products
- Aluminum extrusions and assemblies



### Motors: **China**

#### *Additional China Capabilities:*

- Die-casting
- Stamped Metals
- Forging

### Injection Molded Components: **Vietnam**

#### *Additional Vietnam Capabilities:*

- Injection molding tooling
- Compression molding
- Extrusion/Co-Extrusion
- Ultrasonic Welding

## WHY CHOOSE EAST WEST

### Experience

East West has over 10 years of experience and a successful track record of manufacturing high-quality condensate pumps and pump assemblies for DiversiTech. We manufacture additional pumps for a variety of applications including food service equipment, custom OEM pump assemblies, centrifugal pumps, and submersible pumps.

### Own Tool Shop

East West's very own tool shop in Vietnam provides our customers in-house tool manufacturing expertise, reduced tooling cost and increased speed to market for production. From simple single cavity to complex multiple cavity, slides, gates and injector pin designed molds, we have the technical skills and equipment to manufacture precision molds for your unique project.

### U.S.-Based Engineering and Customer Support

Our Atlanta-based engineering and customer support teams are quick to respond to any inquiry and are only a phone call away if you have questions about your order. The commercial and technical aptitude of our engineers and field sales team allows us to expedite your requests and get your answers, faster.

### Custom Designs

Our engineering team can help with Design for Manufacturing (DFM), recommend design improvements, reduce manufacturing costs, enhance functionality and improve quality. Our Computational Fluid Dynamics (CFD) Analysis software helps test new concepts and review the impact of changes to existing designs to ensure the results will meet expectations before prototyping.