OPS 21

TOMORROW'S OPERATIONS —
FOR TODAY'S MANUFACTURERS

CASE STUDY - CATBIRD NYC

About:
Catbird NYC designs and manufactures its own line of demi-fine jewelry and also sells jewelry and lifestyle products by other independent brands.

Employees:
130

Website:
www.catbirdnyc.com

Location:
Brooklyn Navy Yard, Brooklyn, NY

KEY IMPACTS

34%
REDUCTION IN PRODUCTION HOURS (MASS FINISHING)

1.5
NEW JOBS CREATED

~$70K
INCREASE IN MONTHLY SALES

CATBIRD NYC'S OPS21 GRANT ENABLED THEM TO INTRODUCE AUTOMATED MASS FINISHING TECHNOLOGY INTO THEIR OPERATIONS. THIS TECHNOLOGY HELPED CATBIRD TO DECREASE TIME SPENT HAND-FINISHING PRODUCTS, INCREASE STUDIO THROUGHPUT, IMPROVE PRODUCT & PROCESS QUALITY, AND MORE EFFECTIVELY UTILIZE THEIR EXPERIENCED JEWELERS' TIME.

GRANT TECHNOLOGY AREA: Robotics/Automation

CHALLENGE / OPPORTUNITY

Prior to receiving the Ops21 grant, Catbird faced several operational challenges. The first challenge was having limited production space, which required them to find ways to increase productivity without expanding their footprint. In addition, growing demand restricted their ability to train new staff, as their experienced jewelers were already overloaded and could not absorb the productivity decrease associated with training. Separately, they were also limited in their ability to create affordable, high-polish, small pieces due to the high labor cost of creating such pieces by hand.

SOLUTION

Catbird implemented mass finishing technology which enabled them to provide a cost-effective, high quality, high polish on small pieces in an automated fashion. The mass finishing equipment decreased total production time and reduced the time an item spent on jeweler's benches, which freed up their experienced jewelers to do other value-add activities.

The mass finishing technology allows us to keep focus on the important foundation products without sacrificing our attention on empowering our jewelers. It has been integral to our expansion efforts, allowing us to focus our advanced jewelers skill sets on more complex pieces while maintaining opportunities for new jewelers to join our team.

Colin Cuccia, Catbird Mass Finishing Operator

NYC/EDC fw itac

RESULTS & INSIGHTS

JOB CREATION

- 1.5 full-time equivalent (FTE) jobs created.

INCREASED SALES

- ~$70k increase in monthly sales tied to relaunch of existing products.
- ~$10K in first month sales expected from the creation of a new product line, made possible by the mass finishing technology.

INCREASED EFFICIENCY

- The use of the mass finishing technology resulted in more efficient use of Catbird's studio, saving ~192 ft^2 of production space.

COST SAVINGS

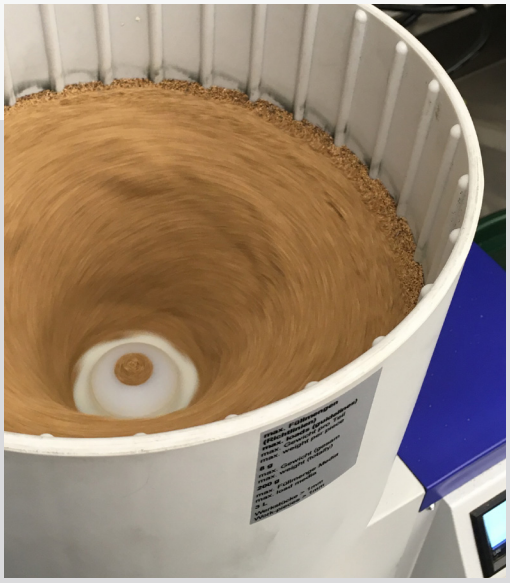
- 34% reduction in production hours per month on styles produced using mass finishing.
- Overall 5% reduction in jeweler labor costs per month during initial launch.

IMPROVED COMPETITIVENESS

- Order fulfillment time on associated products decreased by weeks, allowing for further differentiation in Catbird's market.

Mass finishing wet process changeover

Mass finishing dry process start up



Mass finishing dry process operation

OPS21 PROGRAM OVERVIEW

Ops21 is a multi-faceted program designed to help NYC manufacturers learn about and adopt advanced technologies, specifically advanced materials, robotics, and digital manufacturing. It is part of the greater Futureworks NYC initiative, which aims to help manufacturers embrace advanced technologies and increase local production.

Ops21 Grant funds are generously provided via the Futureworks NYC Ops21 program, which is funded by the New York City Economic Development Corporation (NYCEDC) and led by the New York City Industrial and Technology Assistance Corporation (ITAC).