



## Case Study

### Accelerated Product Launch through Rigorous Project Management

#### Challenge

After an extended length of time of zero product upgrades/launches and dismal sales levels, an adult incontinence manufacturer had to launch a new, upgraded core product line on an expedited timeline to prove its strength and reemerge as a significant competitor in the marketplace.

#### Result

- Redesigned and launched an upgraded core product line on an expedited <12 month timeline
- Reinvigorated sales growth (a leading factor in a rapid 30% sales growth)
- Reduced product cost by 5-10% while maintaining/improving product performance

#### What We Did

Implemented a cross-functional, collaborative supply chain (inclusive of customers and suppliers) approach to product development combined with rigorous project management:

