



“We’ve been able to establish connections with manufacturers that we wouldn’t have been able to with our current team. Project management is important, and it’s been nice to see Gembah lean into that and hire some very talented project managers to keep everyone on schedule. We view Gembah as an extension of our team to identify, design, and secure manufacturing partners.”

*Emma Nelson, MUD \ WTR  
Vice President of Operations*

- SOLUTION**
- Sourcing,
  - Product Engineering,
  - Discovery,
  - Production Management,
  - Logistics







## MUD \ WTR, YOUR NEW MORNING RITUAL

Transparency in manufacturing improves customer experience



### RESULTS

 <p><b>COST SAVINGS</b></p> <p>Facilitated cost savings by shopping sources and networking with manufacturers</p>	 <p><b>TRANSPARENCY</b></p> <p>Collaborated with factories to provide more transparency and a voice in manufacturing and shipping</p>	 <p><b>DESIGN</b></p> <p>Engineered a patentable product from start to finish, adding features and providing manufacturing input</p>	 <p><b>MANUFACTURING</b></p> <p>Sourced a factory to create products within the design specifications while staying within cost parameters</p>
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## CHALLENGES

- Sourcing materials and networking with manufacturers
- Designing a proprietary accessory from start to finish
- Staying within cost parameters

## TRANSPARENCY IN MANUFACTURING

MUD\WTR, a coffee alternative made with organic ingredients celebrated by cultures young and old, was designed to dethrone coffee as your morning ritual.. Being curious about norms and rethinking traditional processes has always been part of the MUD\WTR company culture. MUD\WTR saw Gembah as a partner to help them question traditional sourcing methods for some of their items, and ultimately, they reached out to Gembah to help them understand the supply chain behind their packaging and accessory items.

For some of their packaging, Gembah leaned on their network of suppliers to connect MUD\WTR directly with their material suppliers. After sourcing material, Gembah located a factory where they had an in-person contact who could give MUD\WTR all the information they needed to make informed choices.

## DESIGN FROM SCRATCH

After their successful packaging collaboration, MUD\WTR reached out to Gembah with a project to redesign an accessory. The design needed to add user-friendly features and be manufacturable within specified cost parameters. It also needed to be patentable, which would allow MUD\WTR to partner with a new factory.

Gembah's design team took the project head-on, helping MUD\WTR add user-friendly features to their ideas. Gembah navigated them through the patent process and guided the product all the way from idea to factory production.

## A REWARDING PARTNERSHIP

Gembah and MUD\WTR's successful collaboration continues with more projects in the works. Gembah's expertise and network gave MUD\WTR the ability to take their projects to the next level with a more informed, transparent process, giving them more control over the entire operation and creating cost savings they could pass on to their customers.

Both Gembah and MUD\WTR seek to redefine norms by constantly refining processes and designs until the final product is perfect. Gembah's network of engineers and connections with factories around the world give entrepreneurs the chance to improve their processes, whether that's designing a product from a back of the napkin idea or creating a better way to build an existing product. Gembah has the resources to partner with creators no matter where they are in their idea process.

"Gembah's engineer was able to take a sketch and translate it into a 3D model," said Emma Nelson, MUD\WTR Vice President of Operations. "Even though we had the idea, he contributed user features and considered manufacturing capabilities. You can think up any anything, but that doesn't matter if you can't manufacture it, and it definitely doesn't matter if you can't manufacture it within defined cost parameters. It was a very exciting collaboration to be a part of."