

# Gembah Case Study

## THE OLLIE WORLD – SWADDLE THE SMART WAY.

Bringing transparency to the manufacturing process.



“After coming to Gembah, it’s almost like I got my hope back - about the products I’m making and the future of my company. The team at Gembah was so invested and responsive, reassuring us that our voice matters. And that to me, is something that is priceless.”

*Hindi Zeidman,  
Founder and CEO of The Ollie World.*

### SOLUTION

- Sourcing,
- Process Control,
- Quality Control,
- Supply Chain Diversification,
- Product Management



### RESULTS



#### TRANSPARENCY

With direct communication to the suppliers, came overall transparency of processes that was critical.



#### MANUFACTURING

Sourced manufacturers that created products within required design specs. Set up a dual sourcing system.



#### QUALITY CONTROL

Enabled the client to have the power of standardized quality control over their products.



#### CONSISTENCY

Facilitated a system of consistent on-time, good quality production.



## CHALLENGES

- Setting up a secure and reliable supply chain
- Maintaining quality at scale
- Amping the volume and production

## THE RIGHT MANUFACTURERS

Hindi Zeidman, Founder and CEO of The Ollie World, created the Ollie Swaddle or the Smarter Swaddle that made her foster baby thrive like never before. She was keen to share her creation with the world and help many more little ones.

The Ollie World came to Gembah feeling hopeless after their negative experience with previous manufacturers. There was lack of transparency, no direct communication and failed QC reports, which resulted in a complete breakdown of their supply chain, and they were no longer able to continue production.

Once the problem was understood, the team at Gembah became super invested in solving it once and for all. Through a partnership model that allowed The Ollie World team to be at the driver's seat of all processes moving forward, they found the right manufacturers who were trustworthy, reliable and able to deliver what was needed. It gave them complete control over each stage of the process as well as the ability to oversee that the quality was up to their standards.

## DUAL SUPPLY CHAIN SET UP

Along with this, using their extensive network, Gembah set up a diversified supply chain for them. A fully separated, dual sourcing system that operates out of India and China. So in the chances of one manufacturing system running into a problem, the other one isn't affected at all. This gives The Ollie World the capacity to survive and keep production going, and that is fundamental for growth.

## A NEW BEGINNING

They work to help Hindi and her team with design, operation, product launches, even finding new team members such as product category leads. A new product launch process has been set up that is consistent and commercialized instead of the sporadic, few and far between launches. They went from being a well-loved, single product brand to a multi-product, multi-channel brand that has consistent production and is now serving large chains. Goes to show that with Gembah's help you can be a small team and still successfully run a huge production out-turn business smoothly.