

MADICO[®]

Face Shields
Meeting a Critical Need

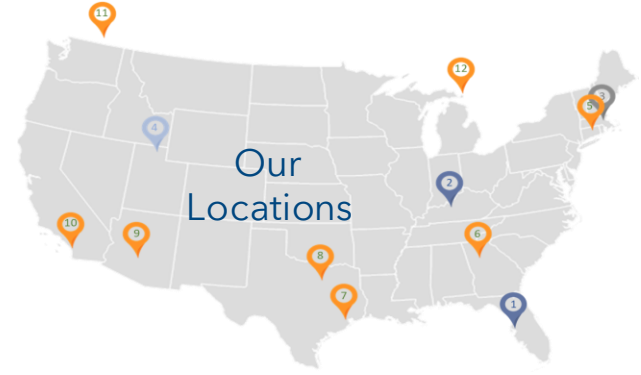


We Are A Solutions Company

with expertise in Compounding, Metalizing, Coating & Laminating



Window Film



Quick Facts

- 117 years old and counting...
- Sales in over 100 countries (and outer space)
- Approximately half of our products are exported
- Stock over 5000 sku's
- In Pinellas County since early 1970's
- 150 employees in Pinellas Park; 250 world-wide
- Avg Salary of \$60,400/yr.; Starting operator salary of \$31,200/yr. (excluding bonus and benefits)
- 31% minority, 32% female, avg age of 47 yrs.



Donation

- Madico donates PPE
- Participates on task force
- Critical PPE shortage identified in area
- Begins skunkworks project

Field Testing

- Prototypes refined based on initial feedback
- Samples sent to health care workers and emergency workers
- Design updated

Manufacturing

- Developed mfg process
- Built assembly jigs
- Created 25 workstations
- Training process
- Accounting process

First Order

- First 10,000 unit order (4/ 4)
- Quickly ramp to 12,000 units per day
- Identify path to 25,000 units per day

Generation 3

- Children's version
- Lower cost adult shield
- New marketing

March

April

October

Prototype

- CTQs identified
- First prototype developed
- Samples sent for initial review and feedback

Certification & Sourcing

- Certified to ANSI standards
- Base materials
- Headband materials
- Closure materials
- Labels/packaging
- Legal requirements

Staffing

- COVID concerns
- Solicited displaced family members
- Within 3 days hired 25 people

Generation 2

- Two-part design
- Search for manufacturing partners
- Began limited marketing beyond local

Amazon

- Began selling through Amazon website
- Total of 4 sku's



Objectives

- Do our part to help during the pandemic
- Meet a critical supply need for PPE in the local market (face shields)
- Rapidly fill the need
- Keep our employees engaged with a sense of purpose
- Don't lose significant dollars
- Don't profiteer

Results

- ✓
- ✓ Priority to Local needs
- ✓ Producing within 4 weeks
- ✓ No layoffs; purpose
- ✓ Sold hundreds of thousands of shields with a modest positive gross profit; on-going sales through Amazon
- ✓

- Employed 25 out-of-work family members on their own terms for many weeks
- Generated more than \$800k in revenue

1. We need to mitigate risks in our supply chains; multiple sources and more local sourcing
2. We have some amazing resources in this area and we should look for more ways to collaborate
3. We can do amazing things when:
 - people are passionate about the work and understand how they can help achieve the objectives
 - people are focused on a few goals that take priority
 - people are encouraged to be creative and take risks

I personally want to thank the County for their leadership during this crisis.

