

Structural Steel and Glass

From concept to nationwide installations with smart manufacturing.

We helped a manufacturer bring a custom pickleball fencing system to market by designing an efficient process for structural steel and glass fabrication.



CUSTOM

PICKLEBALL FENCING SYSTEM



\$0 to \$1M+
REVENUE IN 1 YEAR



40+
PROJECTS INSTALLED
NATIONWIDE



**FROM CONCEPT
TO PRODUCTION**



THE SITUATION

A manufacturer saw an opportunity in the growing pickleball market and wanted to offer a high-quality fencing system with structural steel and glass. They needed a manufacturing solution to bring the design to life at scale.



THE CHALLENGE

The design used a combination of structural steel and glass, which required new processes, jigs, and material handling considerations. The team needed a manufacturable design that maintained quality, durability, and an efficient production flow while scaling quickly to meet market demand.



OUR APPROACH

1

REFINE THE DESIGN

Worked with the team to optimize the design for manufacturing, maintain the look and performance requirements, and prototype new product iterations.

2

DEVELOP THE PROCESS

Created a 5-minute quoting tool using a pricing matrix for custom modular fencing. Developed jigs, workstations, and material flow to efficiently fabricate and assemble the steel and glass components.

3

SUPPORT IMPLEMENTATION

Developed the entire supply chain and quality system, and worked with the production team to troubleshoot, train, and ramp up to full production.



THE RESULTS



\$0 to \$1M+ IN REVENUE IN 1 YEAR

Successfully launched the product and scaled quickly.



40+ PROJECTS INSTALLED NATIONWIDE

Delivered and installed projects across the country.



EFFICIENT PRODUCTION FLOW

Implemented a manufacturing process designed for quality and scalability.



DURABLE, HIGH-QUALITY END PRODUCT

Delivered a premium fencing system that meets customer expectations.



WHY THIS WORKED



Combined design, supply chain, and manufacturing expertise.



Practical, hands-on solutions for a unique product.



Close collaboration with engineering and production teams.



A focus on manufacturability from the start reduced risk and accelerated the launch.



KEY TAKEAWAYS

- ✓ A pricing matrix enabled fast, accurate quotes and supported rapid growth.
- ✓ Building the supply chain and quality system upfront was critical to scale.
- ✓ There is significant market potential in recreational infrastructure.



SERVICES DELIVERED

- ✓ Manufacturing Engineering
- ✓ Industrial Engineering
- ✓ Process Design & Tooling
- ✓ Supply Chain Development
- ✓ Quality System Development
- ✓ Material Flow Planning
- ✓ Production Support
- ✓ Cross-Functional Collaboration



PROJECT SNAPSHOT

PROJECT DURATION	1 year
CUSTOMER ENGAGEMENT	1 year
MARKET	Recreational Infrastructure
MATERIALS	Structural steel and glass
SCOPE	Design for manufacturing, process development, launch and scale
KEY OUTCOME	\$0 to \$1M+ revenue, 40+ projects nationwide