



Footwear Quality Assurance Success Story Ethiopia

Risks of poor quality when moving
to a new sourcing country

The Need



A US casual footwear brand producing 50 million pairs annually moved 50% of their production out of China into a new region. Preparing to begin vulcanized production, they needed to manage the risks of receiving poor quality using new factories.

Unable to hire an internal QA-QC Team (recruiting, hiring, training and managing their own staff), they outsourced the QA-QC function to Impactiva for a faster and more effective ramp up.

Solution



- Deployed 3 footwear technicians who implemented a full QA Program, from incoming materials QC, commercialization (pre-production meeting, artisan meeting and 1st 50 pair audit), in-process QA of each production step, to pre-shipment QC
- Conducted learning classes (both via face-to-face facilitator learning in a classroom and 1:1 coaching on the shop floor) for the factory QC staff and supervisors to aim at producing "Right from the start™"
- Improved and refined processes in all departments to eliminate waste and imprecisions that caused reworks and / or rejects: cutting, stitching, and lasting
- Suggested factory management to implement an appraisal system in order to improve the morale of workers

Benefit

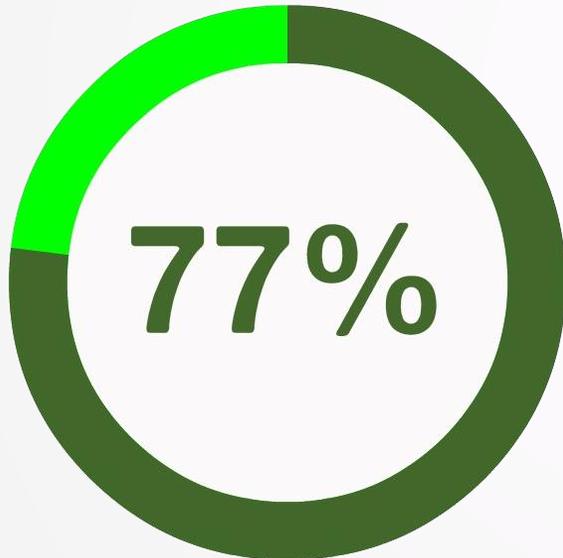


- For the first time ever, the factory team experienced learning which was practical, easy to understand and assimilate
- A strong focus on quality grew in the factory amongst the artisans and supervisors
- Additionally, significant amounts of waste were eliminated throughout the entire production line
- Before Impactiva, some orders had delays of 4-6 weeks. After Impactiva, as rework time got reduced and processes were streamlined, the delays were brought down to 7-10 days for some orders
- Majority of the workforce started understanding quality standards and production of bad quality shoes went down by an average of 45-50%, reducing the pileup of shoes on the lasting line, increasing the output and finishing the POs on time

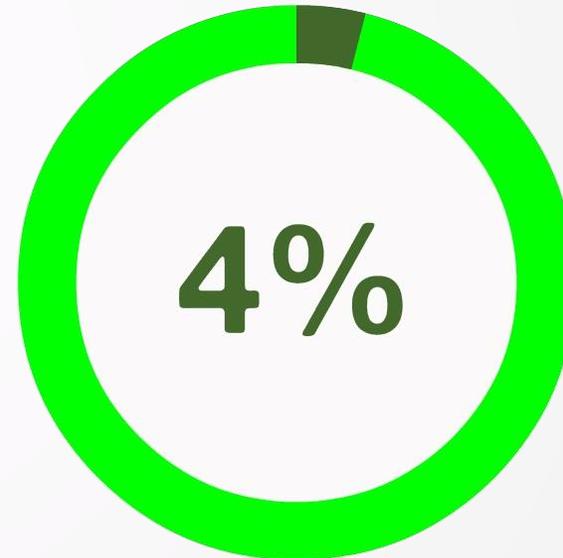
KPIs

IMPACTIVA
REDEFINING QUALITY

Final Inspection Rejection Rate



Before



After

Quote



“We had a great report from Ethiopia; Impactiva did a great job on communicating and building team work with the factory. The training is also working perfectly, which results in great quality.”

Brand-Retailer Vice President Production



Contact Us: sales@impactiva.com