

CASE STUDY

Freudenberg Aerospace



International Relocation Support and Inventory Planning for Business Continuity



Customer Support, International Transition, Import/Export, Inventory Strategy

Overview

Freudenberg is a multinational manufacturing group with a division that produces aerospace sealing components similar to the parts Martindale supplies to other aerospace customers. Martindale had been a supplier prior to the company's acquisition and relocation from Southern California to Canada.

When Freudenberg consolidated operations, the move introduced significant logistical, timing, and quality challenges that could have disrupted customer supply.

Martindale provided hands-on support throughout the transition by building inventory, adapting production schedules, and helping navigate new import and export requirements, ensuring that Freudenberg maintained continuity during shutdown and startup phases.

Challenge

Freudenberg's relocation required them to shut down their California facility and reestablish production in Canada. This created operational risk because any interruption in supply could have resulted in customer shortages and potential loss of business.

Key challenges included:

- Learning and complying with new import and export requirements
- Navigating evolving tariff rules and code classifications
- Ensuring continuous customer supply during the transition
- Supporting re-qualification of parts at the new facility
- Meeting timing and production pressures tied to the relocation schedule

Freudenberg's relocation introduced significant risk to product availability and required a coordinated plan to maintain supply.

If the move did not proceed smoothly, Freudenberg risked running out of finished goods and forcing their customers to seek alternative suppliers.

Solution

Building inventory and production flexibility

To help Freudenberg complete the move without interrupting their customer commitments, Martindale manufactured and held an expanded inventory of parts ahead of the transition, allowing Freudenberg to maintain shipments even while their equipment was offline. Martindale held this inventory onsite until Freudenberg's new facility was operational.

Supporting import and export processes

Because the Canadian requirements were different from Martindale's previous international experience, the team adapted quickly. Martindale worked closely with Freudenberg to identify correct tariff codes, maintain up-to-date documentation, and minimize delays at the border. The team

remained flexible as regulations evolved and continued to support the import and export process after the relocation.

Coordinated communication and scheduling

Martindale adjusted its production to align with Freudenberg's relocation schedule, shifting priorities as needed and maintaining frequent communication to ensure every shipment supported the transition. This level of proactive planning went beyond standard order fulfillment and helped Freudenberg restart production quickly at their new site.

Martindale adapted production schedules, documentation, and logistics to support Freudenberg at every stage of the move.

Results

Freudenberg was able to supply its customers throughout the relocation using both its own pre-built inventory and the additional inventory Martindale manufactured and stored. Once the Canadian facility was online, Martindale shipped production parts immediately to keep their approval and manufacturing processes moving.

Freudenberg shared that Martindale remains one of their top suppliers and that they value the support provided during the relocation.

Even with the increased distance and additional logistical requirements, Freudenberg continues to grow its business with Martindale, regularly giving new parts and maintaining a strong supplier scorecard.



Maintained product availability through shutdown and startup



Began production immediately once the new facility was operational



Requalified parts without interrupting supply



Prevented customer churn and reduced supply risk during the transition



Continued on time shipments with minimal delays



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