

CASE STUDY

Industrial Equipment Supplier

Challenges

The end customer faced a critical threat to their market position due to the excessively high-priced ceramic ring augers they were procuring from their existing supplier, directly impacting their competitiveness and resulting in lost market share. A pressing need arose to identify an advanced ceramic supplier capable of both manufacturing these complex components and consistently meeting the stringent high-quality material requirements for Zirconia.

"I just heard back from engineering today, everything looked good! Calix is qualified as a supplier. I will be reaching out when that time comes to place additional orders. With Calix's competitive pricing, I do believe if we are able to get the word out that we were able to significantly decrease the cost of the ceramic units, we could see the volume of business increase. Thank you. "

Eliza Tamalo
Buyer

Solutions

Calix successfully addressed the customer's critical needs by meeting aggressive pricing targets, which enabled the end customer to maintain required deliveries to their own clients. This was achieved while upholding the high quality of the Zirconia material essential for their severe application, proving Calix's ability to balance cost-effectiveness with stringent material demands.

Result

Calix successfully met the client's aggressive pricing targets, which was crucial in helping them maintain and fulfill required deliveries to their end customers. This achievement was accomplished without compromising the high quality of the zirconia material, essential for such a demanding application.

