



CONTRACT MANUFACTURING CASE STUDY

Scaling Production and Operations for a Fast-Growing CPG Cleaning Brand

THE CUSTOMER

A fast-growing e-commerce brand producing non-toxic consumer cleaning products. Initially built on a hands-on, internally managed production model.

THE RESULTS

200% Growth

Supported without operational disruption

Expanded Capacity

Without major capital investment

Improved Margins

Through sourcing and manufacturing efficiencies

KEY IMPACT

- Scalable production model
- Greater flexibility in formulation
- Stronger production / fulfillment alignment



As trust builds, we rely on Haviland more. They're not just a supplier, they're part of how we operate.

> SUPPLY CHAIN MANAGER

Overview

A fast-growing e-commerce cleaning brand built early success through an internally managed production model. As demand accelerated, that model began to limit growth.

Haviland delivered the production scale, supply chain reliability, and formulation support needed to sustain growth, enabling the brand to concentrate on its core capabilities, marketing, brand building, and consumer demand generation.

Challenge

The in-house model worked at smaller volumes but was not built for rapid scale. As demand increased, production capacity tightened and operational strain grew across sourcing, packaging, and fulfillment.

Expanding internally would have required significant investment and risk.

Solution

Haviland stepped in as a strategic partner, gradually taking on more and more production and supply chain responsibilities.

Support began with powder blending and packaging, then expanded into sourcing, coordination, and formulation collaboration.

Results

The partnership with Haviland enabled the brand to scale ahead of demand rather than react to it. Production capacity increased without major capital investment, while cost efficiencies improved margins and flexibility.

Since working with Haviland, the brand has achieved a staggering 200% average year-over-year growth while continuing to reformulate and launch new products.