



OTW Safety is a company based in Salt Lake City, Utah, that manufactures plastic barricades and safety equipment for use in multiple industries, including protecting roadway construction crews, warning pilots of airfield hazards, security barriers, crowd control, and delineating spaces at public events. They have been in business since 1989 and employ seven people. You can find OTW barriers at major airports, including SLC, ATL, BOS, SAN, LAX, and at sports stadiums of the New York Knicks, Miami Heat, and Detroit Red Wings among others. OTW Safety prides themselves in manufacturing barriers in the USA, working with their customers to understand their needs, and providing tailored solutions to each customer.



Project scope: OTW Safety was looking for best-practices to apply to their supply chain management, so they could spend more time focusing on strategic business growth.

Solution: Theresa Drulard, Director of the University of Utah Manufacturing Extension Partnership Center (UUMEP), met with OTW Safety management to identify the supply chain methods most critical to achieving their business goals. Being an experienced business coach, Theresa provided the most appropriate tools for their leadership to support setting and implementing a company vision.

Results: As a result of UUMEP's assistance, OTW Safety has:

- Developed a robust company strategy and vision.
- Implemented improved supplier agreements to protect their interests, and strengthened their supply chain.
- Identified new markets to move into and additional product offerings.

Impact: OTW Safety now benefits from:

- A clear business plan and vision on how to grow revenues.
- Streamlined interactions with the supply-chain, including improved quality assurance and accountability.

Client testimonial

“Teaming with Theresa Drulard and the entire team at the UUMEP Center has been a phenomenal experience. Despite our company being well-established, we recognized the need to get an outside, independent, organization to help evaluate goals and modernize our processes. The UUMEP staff carefully listened to what we were trying to achieve and captured the overarching themes. Instead of the boilerplate checklists one might find with other consulting groups, they took the time to fully comprehend the nuances of our company. Collectively, we identified the need to further evaluate our key offerings and reinforce foundational tenets, thus expanding our competitive advantage.



Eric Stevens, VP of Operations

By leveraging best practices, their cumulative decades of industry experience, and their expansive resource network, the UUMEP team significantly improved our operational and strategic initiatives, and helped to validate our key areas of focus. Furthermore, they offered critical feedback and tailored solutions to help a small company like ours navigate the potential pitfalls associated with larger manufacturing partners, supply chain challenges, and future manufacturing integration.

Connecting with the UUMEP Center has provided a valuable and qualified third-party viewpoint that has given us confidence in our current vision and direction. We strongly feel that the impact on our company will continue in a positive direction as we move into more tactical initiatives. In the long term, we see the result of this partnership being one of critical advantage to our small business and the spring board to fast-tracking our expansion and efficiency goals.”

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