

Tidy Tots Diapers

Successful Connection Powered by FuzeHub



Executive Summary

[Tidy Tots Diapers](#), a green diaper company with patented technology, engaged the FuzeHub team to help expand the company's manufacturing and sales capabilities, with results including:

- Strategic market planning and implementation to increase market share and sales
- \$48,000 grant secured for manufacturing partner to buy essential new equipment
- Doubled production capacity and identification of new inventory controls
- Four new manufacturing positions
- Increased access to market share in \$8-billion-per-year diaper industry

Situation

Tidy Tots Diapers launched in June 2013 to manufacture environmentally-sensitive, user-friendly organic diapers that are based on patented technology. Early sales via Amazon.com demonstrated the company's promise, but Tidy Tots needed help to acquire new equipment, ramp up manufacturing and acquire additional market share within the \$8-billion-per-year diaper industry. Tidy Tots Diapers is located in East Greenbush, NY. Manufacturing Partner: Herkimer Industries, Herkimer,

Needs

Tidy Tots identified the following needs:

- Funding / additional capital
- New manufacturing equipment
- Business consulting, including tax counsel

Engagement



Tidy Tots' founder and CEO Sandra Beck attended FuzeHub's Capital Regions Solutions Forum event held as part of Rensselaer Polytechnic Institute's "Advanced Manufacturing Conference," co-hosted by the Center for Economic Growth, the Capital Region New York Manufacturing Extension Partnership (NYMEP) Center. At the forum, and in subsequent meetings, Sandra met with a number of FuzeHub's resource experts from organizations including Rensselaer Polytechnic Institute's Center for Automation Technology and Systems; Cornell University's Center for Materials Research; Overit, a strategic marketing and web design company; several New York state economic development program representatives; and engineering and design professionals from NYMEP.

Tidy Tots Diapers

Successful Connection Powered by FuzeHub



Strategy



As an organization committed to manufacturing in New York, Tidy Tots is currently working with Herkimer Industries in Herkimer County, a Herkimer Area Resource Center facility where people with disabilities are supported by non-disabled individuals to provide industrial sewing solutions and wholesale distribution services. Twelve people work on the Tidy Tots' team. Tidy Tots and Herkimer Industries were making the diapers with Velcro fasteners, but consumers purchase three times as many snap diapers as Velcro diapers. To expand her business, Sandra needed to acquire a machine capable of producing diapers with snaps.

By assembling and connecting Sandra directly to a team of experts, FuzeHub fostered fast resolution to the business and manufacturing challenges hampering Tidy Tots' growth. FuzeHub resource members met with Sandra and the CEO of Herkimer Industries and helped identify and apply for a grant for the purchase of new equipment and expanded production capacity to serve a larger segment of the diaper market.

FuzeHub also connected Tidy Tots to a nationally recognized creative firm specializing in targeted content and online marketing consulting services to implement a strategic plan designed to meet her needs affordably and effectively. Resource connections facilitated by FuzeHub were also able to address many of the financial aspects of her business, including tax-related intricacies.

Outcomes

- Three new full-time manufacturing positions and one new full-time management position
- New manufacturing equipment, doubled production capacity
- Established inventory control measures
- \$48,000 grant secured to purchase new equipment
- Resolution to business and tax questions
- Successful implementation of a strategic market plan including "Parent Tested - Parent Approved" award and seal for product/marketing placement, October 2013 ABC Kids Expo
- Increased access to market share in \$8-billion-per-year diaper industry
- Supplier development: retained and expanded manufacturing in New York

"The FuzeHub team has been instrumental in helping me find the resources necessary to scale up manufacturing, including a \$48,000 grant, and as a result I expect to double my production in the near-term and access a much larger market segment. Answers that might take me weeks to obtain, they could ascertain with a single phone call."

--Sandra Beck, Founder and CEO, Tidy Tots Diapers

