



EXECUTIVE SUMMARY

The founder of Tidy Tots, Sandra Beck, is an ardent environmentalist and mother. This concern for children's safety and our environment's health ignited her mission to make cloth diapering painless and hassle-free. Tidy Tots is able to, as Beck says, "bridge the gap between disposables and cloth diapers" without creating inconvenience. Part of this includes the exclusion of some frightening chemicals found in many disposable diapers.

OUTCOMES THROUGH FUZEHUB CONNECTIONS

- Connected with Pine Ridge Industries
- Connected with Workforce Development Institute (WDI), applied, and was awarded funding
- Purchased needed machinery

OVERVIEW

Sandra came to FuzeHub in search of a New York based contract manufacturer. FuzeHub's Everton H. Henriques, New York MEP Solutions Director, facilitated the connection of Tidy Tots with Pine Ridge Industries, which provides vocational and employment services to individuals with disabilities.

Tidy Tots has become a key player in the cloth diaper industry. The secured flushable liner "bridges the gap" between disposable and reusable diapers. Over time, Tidy Tots saw an upswing in orders. This increase signaled Sandra's need to intensify the manufacturing speed. Specifically, Tidy Tots had to quadruple the production of their No Fold™ diapers.

Tidy Tots then came to FuzeHub regarding its supply and demand problem. More orders were coming in than its workforce was able to produce. In order to retain the current employees, custom machinery was needed. FuzeHub connected Tidy Tots with WDI. Tidy Tots applied for, and received, funding which helped the purchase of the much-needed hook and loop adaptive machine. With this new equipment, Sandra can continue providing employment opportunities to people with disabilities in NYS.

TIDY TOTS

Situation and Needs

Tidy Tots reconnected with Fuzehub asking for information on a contract manufacturer and funding opportunities. This was Tidy Tots' second engagement with FuzeHub.

Engagement

FuzeHub's Solution team was already acquainted with Tidy Tots. This preexisting knowledge of the company allowed FuzeHub to connect Tidy Tots with Pine Ridge Industries – a department of Schenectady ARC. In order to fulfill the company's funding request, FuzeHub introduced Tidy Tots to WDI. Tidy Tots applied for and received a WDI grant.

Outcomes

The WDI grant enabled Tidy Tots' purchase of a hook and loop adaptive machine. This piece of equipment is customized for individuals with disabilities. Through Pine Ridge, Tidy Tots can increase production while retaining the same workforce. Sandra is truly thrilled with, "the promise of providing more opportunity to people who are disabled all while helping her own company grow to the next level."

"Over the past several years, the people at FuzeHub, especially Everton, have always been incredibly supportive of Tidy Tots. Their impressive ability to gauge our needs and instantly connect us with remarkable organizations has really made the difference. With a shared philanthropic mission to create opportunity and jobs for those that frequently experience barriers to employment, we've been beyond grateful to have FuzeHub in our corner."

-Sandra Beck, Founder, Tidy Tots

"FuzeHub's remarkable team of professionals assisted Tidy Tots Diapers and Pine Ridge Industries to connect with Workforce Development Institute. A grant was attained to purchase processing equipment to create new job opportunities for workers with disabilities. Tidy Tots Diapers operates their manufacturing facility at Pine Ridge and the owner is determined to make a change for the underemployed. The equipment increases training, jobs for workers with disabilities, plus meet new and future demands for Tidy Tots Diapers."

-Valerie Andreoli, Business Development Leader, Pine Ridge Industries

“After helping Tidy Tots’ Sandra Beck with her first request, I could see firsthand how dedicated and committed she is to making an environmentally sustainable product. In addition, I was impressed that despite all the challenges of bringing a new product to market, Sandra was adamant about making her diapers in New York State and to contributing to the local economy through job creation and retention. Her move to Pine Ridge Industries was further commitment of her support of local job retention and growth in underrepresented communities. Her enthusiasm, hard work, passion and dedication to her product made it easy for FuzeHub to connect the Tidy Tots/Pine Ridge Industries team with WDI, aiding their financial needs, and also to introduce the team to the RPI CATS for assistance with their automation needs. It is very heartening to be able to offer continued support to growing companies like Tidy Tots and to show once again that New York State is friendly to manufacturing!”

-Everton H. Henriques, NY MEP Solutions Director, FuzeHub

WDI was introduced to Tidy Tots by FuzeHub in the spring of 2018. The company has a great product and was growing rapidly, but was risking having to turn away business due to a bottleneck in manufacturing. A step in the process took several minutes and required expert manual sewing skills. WDI awarded grant funding to assist with the purchase of a Hook and Loop Adaptive Machine. This equipment accomplishes the same task quickly and efficiently, and is customized to be operated by employees of all abilities, using both hand and foot controls. The adaptive equipment allowed for several employees who could not previously sew to be trained as operators. Since installing the equipment, the company has fixed the bottleneck, reduced production costs, and capitalized on new opportunities. The project has also resulted in wage increases for several employees, and further predicted growth in wages and total employment are anticipated for 2019.

-Dan Cullen, Regional Director, WDI