From design to reality

Technological innovation has increased product sophistication and raised complexity. In the past, this would have tilted the market in favour of large, well-resourced firms that insource a vast amount of the manufacturing ecosystem and outsource basic production. Today start-ups and small companies are able to focus more on product design, customer research and financing and less on other parts of the production process thanks to companies such as Flex, a contract manufacturer and logistics firm that has moved up the value chain to provide a wider range of services to a broader group of clients. Manufacturing services firms are introducing new collaborations that level the playing field.

Manufacturing services firms are able to use technical expertise, special equipment and production experience to be a solution provider. Breaking up the manufacturing value chain can free up client companies to focus on innovation or product development.

This is a highly collaborative process.

Contract manufacturers perform basic production and logistics work for companies with different brands. Collaboration is minimal.