



**West
Paw**

GigWorx

West Paw X GigWorx

Strengthening West Paw's Manufacturing Flexibility with GigWorx

Background

In manufacturing, maintaining production efficiency while adapting to changing demand is vital. When special orders arise or seasonal peaks occur, manufacturers must quickly adjust their workforce to meet deadlines without compromising quality. This dynamic environment requires not only skilled teams but also flexible staffing solutions to handle varying production needs. West Paw, a lean manufacturer of pet products, sought a partner to help balance their production requirements with staffing flexibility.

Enter GigWorx, a gig staffing company specializing in providing on-demand, reliable workers to manufacturing businesses. Together, West Paw and GigWorx demonstrated the transformative impact of adaptable staffing in managing both production demands and team effectiveness.



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 **GigWorx**

The Challenge

West Paw, with a reputation for high-quality pet products and lean manufacturing processes, faced challenges common within the manufacturing industry. The company needed to maintain efficient operations while managing seasonal demands and special orders. This created two major operational issues:



Production Flexibility: West Paw's commitment to lean manufacturing required precise staffing levels, but special orders and seasonal peaks created staffing challenges. Without a flexible workforce solution, opportunities for additional business had to be declined due to capacity constraints.

Workforce Coverage: Even with skilled full-time staff, routine challenges like PTO and sick time coverage could impact production schedules. The company needed a reliable way to maintain productivity during staff absences while ensuring quality standards remained consistent.



Without a reliable, flexible staffing solution, West Paw risked missing opportunities for growth and straining their existing team. They needed a way to scale their workforce quickly for special projects while maintaining coverage for regular operations.



The Solution: GigWorx Staffing

GigWorx provided West Paw with a practical solution that aligned perfectly with their lean manufacturing principles. This staffing approach enabled West Paw to maintain efficiency while scaling their workforce to match production demands.

Key benefits of the partnership included:



Production-Ready Workforce: GigWorx offered access to pre-screened workers who could quickly integrate into manufacturing operations. This allowed West Paw to respond to production demands without lengthy hiring processes or extensive training periods.



Lean Operations Support: The flexible staffing model complemented West Paw's lean manufacturing approach by providing just-in-time workforce solutions. This meant they could maintain optimal staffing levels across different production scenarios, from routine operations to special projects.



Core Team Enhancement: By bringing in GigWorx workers for specific tasks and periods, West Paw's permanent staff could maintain focus on specialized production roles. This strategic deployment of temporary workers supported overall productivity while preserving quality standards.

5+

Years working
with GigWorx

8k+

SHIFTS
FILLED

95%

MANAGER
SATISFACTION

6 hrs

AVG. TIME
TO FILL

The impact on our seasonal operations has been significant. GigWorx helps us ramp up to appropriate staffing levels during peak season when we really need the extra support, without having to maintain that higher staffing level year-round.

~Jordan, Director of People, Finance, & Technology



Implementation

West Paw integrated GigWorx staffing through a systematic approach focused on maintaining their lean manufacturing standards. The process began with GigWorx learning West Paw's production workflows and quality requirements, ensuring temporary staff could effectively support various manufacturing functions.



Training for Production Standards: GigWorx workers received targeted training in West Paw's manufacturing processes, with a focus on quality control and safety protocols. This preparation enabled temporary staff to handle tasks ranging from basic production support to specialized project work. By maintaining clear quality standards and workflow procedures, GigWorx personnel could seamlessly integrate into existing production teams.



Flexible Support System: Using GigWorx's scheduling platform, West Paw's supervisors could quickly request staff for both planned coverage and unexpected needs. This flexibility proved particularly valuable for managing PTO coverage, special orders, and seasonal production increases. The system allowed production managers to maintain optimal staffing levels without disrupting established workflows.



Strategic Resource Deployment: West Paw utilized GigWorx staff strategically across different production areas, from warehouse operations to specialized manufacturing tasks. This approach allowed them to complete layout changes and special projects without pulling skilled staff from critical production roles.



Results

GigWorx's impact on West Paw's manufacturing operations yielded significant improvements across key areas:



Production Agility: The ability to scale workforce quickly enabled West Paw to accept special orders with tight deadlines that they previously would have declined. This increased flexibility enhanced their market responsiveness without compromising production quality.



Operational Stability: Access to reliable temporary staff ensured consistent production levels during full-time employee absences. This stability helped maintain delivery schedules and customer satisfaction while supporting employee work-life balance through planned PTO coverage.



Resource Optimization: With GigWorx support, West Paw completed major projects like warehouse reorganizations without disrupting regular production. This efficient resource allocation improved overall operational effectiveness and facility utilization.



Seasonal Management: The flexible staffing model allowed West Paw to efficiently handle seasonal production peaks without maintaining excess permanent staff during slower periods.

Conclusion

West Paw's experience with GigWorx demonstrates how modern manufacturing operations can maintain lean principles while achieving greater flexibility. Their success shows that with the right staffing partner, manufacturers can confidently take on new opportunities while maintaining operational efficiency and supporting their permanent workforce.

As West Paw continues to leverage GigWorx's flexible staffing solutions, they exemplify how manufacturing businesses can adapt to varying demands while preserving their commitment to quality and employee well-being.

