

Tartan chair assembly case study

Rework services



Customer profile

A well established high street retailer, selling clothes, accessories and homeware products.

Challenge

We were contacted after a well-known high street brand had received a lot of negative reviews from customers who bought and attempted to assemble flat-packed dining room chairs.

Feedback suggested that the instructions weren't straightforward with nearly every customer returning the flat-packed chairs for a refund.

After a quality inspection the retailer made the decision to remove the chairs from sale, pending further investigation.

Solution

3000 flat packed dining room chairs arrived in to MCR Services' production unit.

The team were tasked with assembling every single chair, packing them in pairs and finishing with barcode stickers, ready to be delivered to the high street stores.

Due to the seasonal nature of the furniture, the client required this rework to be completed within a very tight deadline.

