Specific examples of mass customization

Torsten Lihra and Urs Buehlmann
Cal Door, Salinas, CA
Cal Door - facts

- Customized cabinet doors for small to medium-sized cabinetmaker
- HQ in Gilroy, CA
- Mfg. plant in Salinas, CA
- 250 employees total
- $80 million in sales
- 150,000 sqft manufacturing plant
- capacity of up to 15,000 doors/day

- see CabinetmakerFDM Feb. 2, 2009
Cal Door - Mass Customization

• **Products** (see website)
  - Mitred, Cope ‘N Stick, Desert, Thermal Foil
    - Applied Moldings, Solid, French Lite, Inset
  - Any size (length/width)
  - 11 species
  - unfinished

• Ships 5 days after placement of order

• **Production** (see video)
  - Cells
  - Simplicity
Canadel, Québec, Canada
Canadel – facts

• Customized dining room furniture
• HQ in Ste-Louise, Québec, Canada
• 4 manufacturing plants
• 250 employees total
• $60 million in sales
Canadel – Mass customization

- **Products** (see website)
  - Material choices
  - Large color choice
  - Product configuration
- **Ships** 5 days after placement of order
- **Production**
  - Network approach
  - Assembly and finishing
Canadel, an open palette to your imagination!

You carefully handpick the cabinets, appliances, and materials in your home, and you search for things that are both enduring and inspired. When it comes to choosing your tables, chairs and stools, Canadel is in a class by itself.

Made from 100% solid woods, one of nature’s handpicked woods. In a proceeded and refined reassembly. Transform your eating areas.

**Step 1**
Perfect fit
Many consumers have a difficult time visualizing a space in their home. When Canadel you choose your size for a perfect fit.

**Step 2**
Design perfection
Select your style and your table and chairs will just fall into place. What is your style? Traditional? Mission? Clean? Do you know more about your style?

**Step 3**
Color complement
There are no rules, and no limitations. Bring color harmony to your life by complementing your home with your style and style.

**Step 4**
Store more
Additional value is always needed for storage and storage. With Canadel’s color selection of storage units you can select the perfect piece to complement your existing set.

Or use it in your great room as a bookcase! Whatever size is needed you will find it!
InVIDO, Germany
Wohnen nach Maß ...

Wohnwand ...

Bild 3 von 10
InVIDO – facts

• Customized storing units
• Located in Niederdorf, Germany
• 30 employees
• $10 Million in sales
InVIDO – Mass customization

• Products
  • Free dimension choice
  • Large color choice
  • Product configuration

• Production
  • Furniture design software
  • Batch size 1
Questions – Discussion...

source: Jim Rider, South Bend Times