



IN-HOUSE MANUFACTURING PREVENTS LINE SHUTDOWN AND REDUCES LEAD TIME

CASE STUDY: Manufacturing

Barton Cold-Form, an Optimas company, prevented a line shutdown for a major OEM with a rapid response that compressed a six-week lead time to just six days.

Real Results, Real Impact

6
Day
Lead Time

Reduced From
6 Weeks

0
Line
Stoppage

Rapid
Intervention

100%
Customer
Satisfaction

Barton's Agility
Recognised



CASE STUDY: Manufacturing

BACKGROUND

When an unexpected IT error at a key customer risked halting a major OEM production line, Optimas' UK manufacturing division, Barton Cold Form, rose to the occasion. With a tool change, overnight production, and local subcontractor collaboration, a six-week lead time was compressed into just six days.

CHALLENGE

In April 2025, at 8pm on a Wednesday evening, a critical request came in: due to a customer-side technical error, a major OEM line was about to run out of essential externally threaded fasteners. Without a rapid intervention, production would grind to a halt within the week.

ACTION

Backed by a clear directive from the Optimas CEO — “Do what you have to do to ensure the line doesn't stop” — the Barton team immediately diverted production plans.

- A full tooling changeover, normally requiring eight hours, was completed in four.
- Staff returned on-call from home, working through the night.
- By midnight, production was running, covering one week's worth of stock by dawn.
- Subcontractors within a 30-mile radius were activated to plate, phosphate, and harden the parts the same day.
- Parts were inspected, packed, and shipped to the customer by 6am Monday.

RESULTS

- **Lead time reduced from six weeks to less than six days.**
- **No line stoppage.**
- **Full customer satisfaction and recognition of Barton's agility.**

Optimas' strategic investment in UK manufacturing through Barton Cold Form paid off. With suppliers and subcontractors located within 30 miles of the plant, Barton was able to respond with unmatched agility and speed.

“This is what UK manufacturing excellence looks like — fast, focused, and deeply connected to our local supply chain.” **Mike Tuffy, CEO, Optimas International**

“At Barton, we operate as one cohesive unit—when a challenge arises, everyone aligns with a shared purpose. That's the strength of our team.” **Frank Walsh, VP, Manufacturing**

ABOUT BARTON COLD FORM

Based in Droitwich, Barton Cold Form is Optimas' UK-based manufacturing arm specialising in the production of externally threaded fasteners. Its vertically integrated capabilities and close-knit supplier ecosystem allow for unmatched responsiveness and quality. [Learn more.](#)

ABOUT OPTIMAS

Optimas is the leading global industrial distributor and service provider specialising in fastening and supply chain solutions for manufacturers seeking to improve efficiency and profitability. We take care of the details so you can focus on manufacturing cutting-edge products—giving you an unparalleled competitive edge.



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