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Wear Your Attitude

Race Against Time echnology

How Harbor365 stretched the use of technology at hand to deliver unique requirements of MA'ADEN in middle of a global shutdown

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About

MA'ADEN

Ma'aden is among the fastest-growing mining companies in the world and the largest multi-commodity mining and metals company in the Middle East.

Founded in **March 1997**

7000+ Employees

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MA'ADEN's uniform was beautiful Blue and White Stripe Shirt and Beige Trousers for years. Keeping safety at the centre, the plan was to switch to Flame Resistant (FR) clothing.

Problem Statement: MA'ADEN

Stripe pattern in Shirts & Beige color in Trousers in FR clothing was non existent in this region and quite uncommon across the globe. The clock was ticking!

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Challenges at Hand

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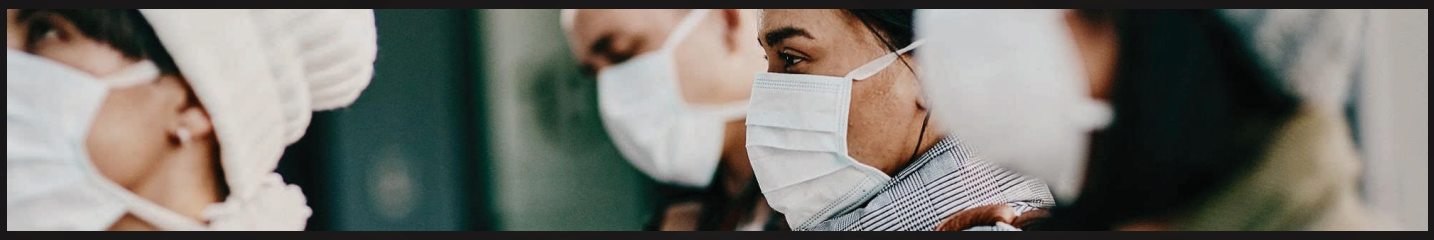

Covid - 19

The pandemic was spreading across the globe, leading to total uncertainity and panic. Entire world was slowly shutting down.

Unique Requirements

As the world was trying to manage their existing business around lockdowns and supply chain nightmares, we had this unique requirement at hand.

Tight Timelines

As safety is safety, we could get no discount on the time we would get to service this request.

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HOW DID WE HELP?

First Coversation

The day of the first meeting with MA'ADEN, where we found out about the requirement of Blue & White Stripe shirt and Khakhi Pants. As this was not a regular requirement, we had to go back to the lab for R&D.

March 5th 2020

March 19th, 2020

Lab Dip Developed

(lab size fabric swatch)

Usually it takes years for new developments like this to happen, however considering this was MA'ADEN, we put best of our experts to work and finished this in exactly 2 weeks.

AMIDST GLOBAL PANDEMIC PAIR OF SHIRT & PANTS DELIVERED TO THE KINGDOM

Once the lab dip was approved by MA'ADEN, we moved forward with the development of 1 pair of samples to be verified and approved by MA'ADEN. This reached the Kingdom in the month of August.

August 10th, 2020

November 10th, 2020

REQUEST FOR FIELD TRIAL SAMPLES

We were glad to find out that our samples were liked by MA'ADEN and they wanted bulk samples for a field trial.

SAMPLES RECEIVED

Finally months of our work had got us to this point and we take the utmost pleasure and pride in this opportunity to dress YOU.

December 20th, 2020

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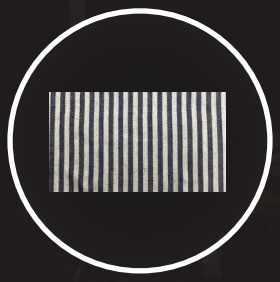
Results



Lap dip developed in just 2 weeks

Samples developed in just 3 months from lab dip approval

40 pairs of field trial samples manufactured and delivered in just over a month.