



CASE STUDY

30 Year Partnership Drives Growth for a Global Fitness Equipment Manufacturer

A pioneering fitness equipment manufacturer partnered with Momentum Manufacturing Group - Engineered Extrusion to be a single-source supplier who could support future growth.

The Challenge

What began as a single product line quickly became the gold standard in competitive fitness, evolving into a diversified portfolio of exercise equipment. The expansion into new product categories and global markets placed heavy demands on the company's supply chain.

To reduce supplier complexity and maintain consistent quality across its varied product lines, the customer sought a single-source manufacturing partner. One capable of producing high volumes of precision aluminum components needed for its various fitness product lines, and could scale capabilities alongside them.



The Solution

What started as support for a single product has grown into a comprehensive manufacturing relationship that spans custom extrusion manufacturing, fabrication, precision machining, surface finishing, and packaging — all under one roof.

Through continued collaboration with the customer's leadership team, MMG Extrusions has made ongoing capital investments to match each stage of growth.

- **Fabrication & Precision Machining:** Millions of aluminum components produced annually, machined to precise dimensional specifications across multiple product platforms.
- **Surface Finishing:** High-quality powder-coating that meet the aesthetic and durability standards expected of a globally recognized consumer brand.
- **Packaging:** Custom packaging solutions that reduce handling complexity and support direct fulfillment requirements.

Scaling Manufacturing Capacity

As the customer's product line expanded worldwide, MMG Extrusions responded with strategic investments in people, equipment, and process:

- **Capital Investment:** Ongoing equipment additions and upgrades specifically aligned to the customer's production requirements.
- **Workforce Expansion:** Growth in skilled labor and extended hours of operation to meet seasonal and long-term volume increases.
- **Process Optimization:** Continuous refinement of production workflows to improve efficiency and throughput while maintaining quality standards.
- **Capability Development:** Deliberate investment in new services — from finishing to packaging — to consolidate the customer's supply chain under one trusted partner.

Today, MMG Extrusions fabricates, machines, finishes, and packages millions of quality parts annually for the fitness giant. Over more than three decades, both leadership teams have built a deep and trusting relationship focused on supporting each other's success.

Choosing the Right Partner for Your Product

Companies developing and scaling world-class products need manufacturing partners who can:

- Support growth from prototype through high-volume production
- Maintain quality and consistency across multiple product lines
- Offer secondary operations in-house to reduce lead times
- Coordinate seamlessly with other manufacturing partners
- Scale capacity to match rapid market adoption
- Build long-term partnerships rather than transactional relationships

Need to launch a new product or scale a growing product line? Need a manufacturing partner who has comprehensive in-house capabilities? Look no further than MMG Extrusions.



**END-TO-END
MANUFACTURING
SUPPORT**

DFM

**ENGINEERED
ALUMINUM
EXTRUSIONS**

**PRODUCTION
MACHINING &
FABRICATION**

**SURFACE
FINISHING**

ASSEMBLY

LOGISTICS

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