



# Case Study

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Chris Cashette  
CEO, Genesee Global Group, Inc.

## ***How GCS has delivered millions of dollars in new opportunities***

Genesee Global Group, Inc. has designed and manufactured products for some of the world's best-known brands. The manufacturer requires that the sales rep agencies they work with meet the same high standards and reputation for quality.

According to CEO Chris Cashette, Garnett Components Sales (GCS) fits the criteria. "We've been working with GCS since 2004 and find them to be superior to other sales agencies," he says.

Cashette says GCS:

### **Presents pre-qualified projects**

GCS does their due diligence up-front. "Before asking for a proposal, they do their homework and get as much background as possible to qualify the project," Cashette says.

### **Generates revenue opportunities**

Those qualified projects often result in increased sales opportunities for Genesee Global. In fact, GCS has brought Genesee Global millions of dollars in new opportunities.

### **Keeps lines of communication open**

GCS facilitates open communication between the manufacturer and supplier. When a product is in development, two-way exchange of information makes the process run much more smoothly, and GCS facilitates that open communication.

Genesee Global and GCS share a passion for quality, integrity and a commitment to customer service -- all the components for a successful partnership.



## **Customer Profile**

Genesee Global Group is a leading contract manufacturer of sophisticated assemblies, components and parts for companies around the world.

### **Capabilities:**

- Complex assemblies
- Tooling versatility
- Size reference
- Dimensions and configurations
- Prototype development
- Metal stamping
- Tolerance evaluation
- Testing and QA

And a full range of manufacturing capabilities



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