

## ADF VISUAL

**Seeing is Believing.....An Innovative Path to Success!**



ADF Visual, located in Rancho Dominguez, CA, has been producing custom commercial audiovisual (AV) structures for display screens since the facility opened in 1993. With annual sales of \$4.5 million and 29 employees, ADF Visual enjoys a solid reputation for creatively meeting their customers' visual display needs. From auditoriums to exhibit halls, you likely have seen ADF Visual's display screens and display structures filling the room with beautiful images!

According to ADF Visual's COO, Ed Warner, in 2012, the company realized their business-to-business sales strategy was "not ideal". This model comprised 80-90% of their business and they felt the need to diversify their customer base in order to protect their revenues from decreasing sales volume in their current market.

In addition, the company had previously developed customized solutions to satisfy their customer's needs. To better utilize their production capacity and level the metal fabrication process loads, they needed to create a standard offering with minimal customization.

ADF Visual employees are an innovative group of people. They have long brainstormed solutions to meet some very unique customer challenges. However, Ed felt that the concept of quickly analyzing and eliminating bad ideas to reduce product development cost, which forms the basis of CMTC's innovation offerings "really resounded" with the management and employees and decided to embark on an innovation project in September of 2012.

ADF Visual had identified a customer need that they felt could be addressed with a standardized product. As TV's for home theaters get larger (up to 80"), they also get exponentially harder to mount in the home, typically requiring the home



owner to hire a contractor for installation and more than one person to lift the TV to place it on the wall safely.

ADF Visual's cross-functional team expertise was combined with CMTC facilitation and over 100 innovation tools to analyze the products, processes and services associated with commercializing

and marketing a mounting solution to solve the identified issue. The team brainstormed product ideas, and the ideas were ranked based on their commercial potential. The rapid "*create, evaluate and choose*" process helped the team quickly evaluate options and choose the best

one. This reduced the time to market compared to traditional brainstorming processes.

ADF Visual's team selected two ideas based on the market needs met and company capability. CMTC facilitators then helped the team combine the two ideas into one concept that met the product concept goals. The final product concept was an aesthetically pleasing mounting system that allowed the homeowner to safely and easily install a large TV in their home. This product met ADF's goals of creating a more standardized product that utilized their production metal fabrication capacity.

CMTC conducted market research on the new concept and tested it with some focus groups. This process resulted in feedback that helped ADF Visual refine the product offering to best meet customer needs and also established a price point for the new product.

ADF Visual plans to market the new mounting systems in the summer of 2014. According to Ed Warner, "...the tools are amazing", and the process "...created a level of creativity that they can now foster" to develop other new products as market needs continue to surface.

For ADF Visual, seeing was believing, and they are now true believers in CMTC's Innovation services!

*"Thanks to the tools and techniques that CMTC introduced us to during the Innovation process, we now have a higher level of creativity that we will use to better serve our customers."*

*-Ed Warner,  
COO*

#### FEATURED CUSTOMER

**ADF Visual Display Products**

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