

Unionwear Case Study

Custom headwear, bags, apparel, and promotional products..

At a glance

Unionwear, based in Newark, NJ, specializes in union-made hats, bags, and accessories, focusing on ethical manufacturing and customization. Its commitment to "Made in USA" and union labor distinguishes it in niche markets like political campaigns and socially-conscious organizations

Key Outcomes and Impacts

Since joining Maker's Row, Unionwear has achieved the following:

- **Significant increased inquiries**
- **Expanded visibility**
- **Secured new contracts**

" Partnering with Maker's Row has been incredibly beneficial for Unionwear. We've seen a steady stream of inquiries and significantly increased our visibility among brands seeking domestic manufacturing solutions. "

- **Mitch Cahn, President**



Founded: 1992

Location: Newark, NJ

Specialization: Custom headwear, bags, apparel, and promotional products

Factory Size: 175 employees

Website: <https://unionwear.com/>

CHALLENGES

Before partnering with Maker's Row, Unionwear faced several business challenges, including:

- Limited visibility in a highly competitive domestic manufacturing market.
- Difficulties in connecting with new brands interested in "Made in USA" products.
- Missed opportunities to showcase their custom manufacturing capabilities to a broader audience.

SOLUTIONS

Maker's Row provided Unionwear with strategic solutions that helped overcome these challenges:



Increased visibility



Steady stream of
inquiries



Level playing field

FUTURE PLANS

Expanding their client base:

1

They aim to tap into new product categories, including eco-friendly manufacturing options, to meet the evolving demands of the market.

Increasing visibility:

2

As the demand for "Made in USA" products continues to rise, Unionwear is focused on leveraging Maker's Row to further boost its brand presence and connect with even more domestic clients.

Ready to take your manufacturing business to the next level?

Join Maker's Row today and connect with top brands looking for domestic production solutions.

Book a Demo now!!