

Case Study 3 | Electric golf trolley

CASE STUDY 3

3) Electric golf trolley

In 2005 Urathon were asked to quote to manufacture an electric golf trolley for an emerging company in the golf industry.

The product, although well received, had been beset with quality control issues from the current supply source and the customer urgently needed a solution.



The annual volume for this new product was 5000 units per annum.

The product incorporated the following manufacturing techniques:

- 1) Metalwork fabrication
- 2) Injection moulding
- 3) Specialist electronic assemblies and wiring looms
- 4) EVA and polyurethane parts
- 5) Stainless steel components
- 6) Motors and Gearboxes
- 7) Batteries
- 8) Upholstery



Urathon spent considerable time with the customer understanding his requirements and used their experience of manufacturing similar products within the healthcare industry to overcome the quality issues.

Urathon quoted for the project showing a unit price and mould costs separately and were awarded a 2 year contract.

Urathon manufactured moulds for all for the parts in-house and prepared fully assembled preproduction units for approval within 90 days.

Upon approval of the samples Urathon delivered the first container ex works China within a further 60 days.

The first stock of products arrived with the customer 5 weeks after shipping.

Urathon designed, tooled and manufactured a range of complimentary accessories for the trolley which are:

- a) Umbrella holder
- b) Drinks holder
- c) Scorecard holder
- d) GPS / Mobile phone holder



The distinct advantage with the Urathon designed accessories is that they can all be fitted and used at the same time.

These products are still successfully distributed through a UK national sporting chain and to retailers Europe wide.

Urathon have manufactured over 40,000 units since 2005 and have themselves assisted in the development of a new top of the range digital trolley for competition and pleasure use.