

Formech & The Wright Design

Jennifer Shaw works as a contractor with some of the largest toy companies in the industry. She has a very unique skillset that puts her in high demand here in the Los Angeles area and internationally. She is a 'Doll Hairstylist' but there is much more to it than just running a comb through Barbie's golden locks!

During prototype production for dolls, toy industry clients may not have polyvinyl roto-casted heads to root the hair into. Therefore, The Wright Design needed to be able to create vacuum formed wigs caps that go over fast-cast heads (hard resin heads). Once the wigs are rooted and styled to the client's specifications, the designers are able to see what their product will look like, and make any necessary changes before going to the next stage.

"The reasons we chose the **Formech Compac Mini** was the price, small size, and ease of use. We found the Formech staff knowledgeable, easy to communicate with, and responsive to inquires."

They took this new business idea on as a way to help provide a valuable service to their clients. Prior to purchasing the **Compac Mini**, they had to outsource this service, which was far more expensive for the client. The machine came quickly and ready to use out of the box. With minimal instruction, they were up and running.

"We had questions, and Formech was there to help out. We realized early on that we were wasting material so we called Formech. They were able to provide a reducing plate, which solved the problem. Now we can turn around projects for our clients, without outsourcing the wig caps, and at a substantial savings to them. At the beginning of 2015, several years after purchase, we ran into a snag with the **Compac Mini**. The heater slide was catching so we attempted to remedy it ourselves.

As simple as this unit is, we ended up making it worse. We had a project due very soon so we called Formech for assistance. We asked for a technician to come out, but we were tight on time. Nic, the sales manager drove out himself on a Friday, and spent several hours, ultimately getting the machine in working order again. Once the machine was functioning properly again, we asked him what we owed for his time and his reply was nothing! I have never seen a company so passionate about customer satisfaction. Needless to say we were overwhelmed with this service. I'm sure that Formech cannot do this with all of their customers, but for them to respond in this way for someone who purchased their smallest (and least expensive machine) tells me that they are an amazing company that stands behind their product. You will be hard pressed to find "their customer for life attitude" anywhere. Thank you Formech!"

Jennifer Shaw
www.dollhairstyling.com



Jennifer Shaw and her Formech Compac Mini