

ZANEEZ® Launches CT-based Manufacturing for its AnkleSTONE® and BedROK® Products



Background

ZANEEZ® Health & Fitness CEO and founder Marien J. Zanyk, PhD, has figured out a new approach for musculoskeletal conditioning, and has created innovative exercise platforms to advance the way people move and exercise. With these new products, the company is driving the trends toward advanced strength & conditioning outcomes in sports medical and clinical populations.

Providing stability and advanced movement, through supportive ledges, grips, and leverage, AnkleSTONE® & BedROK® are designed to progress movement toward top flexibility, strength, and range of motion, for best athletic performance, and prevention and recovery from injury.

Challenge

While the founder of ZANEEZ was able to navigate the early stages of development from proof of concept through initial sales, ZANEEZ quickly experienced a surge in interest for its innovative products. A suitable manufacturing partner was needed to meet the expected increase in sales.

A prospective partner would have to provide access to 3D test modeling and scaled production trials, followed by full scale thermopress and injection mold ramped production of both AnkleSTONE and BedROK products.

Solution

Dr. Zanyk preferred to work with a specialized American manufacturer within Connecticut and contracted with CONNSTEP, Connecticut's MEP Center, to search for manufacturing candidates within the state's geographic footprint.

Results for ZANEEZ® Health & Fitness:

- Cost Savings: \$100,000
- Retained Jobs: 7
- Customer Order Acquisitions: 3 sports teams, collegiate & professional



The most exciting part of this successful strategy was the efficiency of the CONNSTEP process guided by their expert consultant who understood our needs in detail, and knew the best manufacturing solution to meet our challenge.

Dr. Marien J. Zanyk, PhD
CEO & Founder
ZANEEZ® Health & Fitness

CONNSTEP identified top companies capable of providing the best fit and with capacity to meet demand. Dr. Zanyk was referred to the University of Connecticut Tech Park for all 3D modeling and scanning prior to production. Manufacturer Canevari Plastics of Milford, Connecticut was selected for their thermopress and injection mold technology capabilities to produce the orthopedic products. Spark Design of Meriden, Connecticut was contracted for CAD re-design and production modeling.

Results

Dr. Zanyk utilized UConn Tech Park for 3D print and scan of the AnkleSTONE and BedROK products, and developed partnerships with both Spark Design, a Connecticut based product designer and Canevari Plastics, a manufacturer capable of handling the new product launch and fulfillment with a valuable pre-production run.

These manufacturing relationships enabled ZANEEZ Health & Fitness to commit to orders from the University of Connecticut Women's Basketball team, the NBA's Orlando Magic, The Hartford Wolf Pack hockey team (NY Rangers minor league ice hockey team) and more. In addition, the advances earned the company's selection to Well4Tech, Business accelerator of CT/Israel Investor interests and earned paid assistance of a state Start up Advisor, sponsored by CTNext, to ensure continued success of the operations. Now poised to achieve sustainable results, ZANEEZ was able to save 6-8 month's time of advanced commercialization to create successful production prior to launch and full-scale operation.



CONNSTEP, Inc. is a consulting firm strategically helping companies in Connecticut to grow their businesses and improve operational methodologies, leading to increased profitability, improved efficiencies, and creating sustainable competitive advantages in the marketplace.