CASE STUDY

OPTIMAS INTERNATIONAL

Making Every Connection Count

Automotive Tier | Supply Chain Resilience | Türkiye

Solving Cross Border Import Challenges for a Leading Automotive

When a customer's OEM-nominated French supplier could not be brought into its existing supply route, a critical component was at risk of missing a fixed production launch in Türkiye. Optimas International stepped in to bridge the commercial, quality and logistics gaps, creating a compliant supply route, managing the nominated supplier and coordinating the launch. Within five months, the stalled programme was converted into a reliable supply line, with serial supply now supporting seven vehicle programmes through to 2033.

Real Results, Real Impact

- Supply chain risk removed
- Cross-border import challenges solved
- Multi-party agreement in place

The Challenge

The customer required a moulded plastic flex protector to shield a sensitive component during handling, storage and transport. The part and manufacturer, a specialist moulder in France nominated by the OEM, were already fixed.

The customer had been unable to secure a mandate agreement with its OEM, leaving the nominated source outside its contracted supply route. There was no importer of record and no commercial mechanism to move goods, documentation and liability from France to the receiving plant in Türkiye, nor a route for the required quality approvals.

The exposure extended well beyond the immediate launch, with the part supporting seven vehicle programmes across three engine families, and volumes running through to 2033.

The operation faced five key challenges:

- No compliant commercial route between the French supplier and Turkish plant.
- An unfamiliar, unapproved supplier with unproven quality-system maturity.
- Outstanding questions around documentation, sampling and tooling-authorisation.
- A fixed start of production, with further launches planned the following year.
- Three countries and three languages requiring alignment between the French supplier, Turkish plant and Czech-based purchasing team.

Solution

Optimas International treated the challenge as a supply chain engineering problem, running four workstreams in parallel to protect the launch.

Creating a commercial route:	We agreed to purchase the part from the French manufacturer and resell it to the customer, providing a single accountable counterparty. The manufacturer was asked to quote on the same basis used by the customer, preserving transparency on the underlying cost.
Managing the nominated supplier:	We established direct dialogue with the manufacturer and began formal supplier onboarding. This included confirmation from the end OEM that the tooling was authorised for supply to the customer and bringing the previously unmanaged source into a controlled supplier relationship.
Closing the liability gap:	Optimas International and the customer executed a Global Customer Nominated Supplier Liability Agreement covering the part and creating a signed commercial framework within weeks, avoiding the much longer mandate negotiation route.
Controlling the launch:	The part was taken through Optimas International's New Item Introduction process, covering sampling, documentation and first delivery under a managed launch. Optimas International's team in France liaised with the French moulder to ensure precision, while Optimas International's team in Türkiye communicated directly with the receiving plant maintaining continuity across the supply chain.

Results

The commercial deadlock was resolved in approximately five months and parts were delivered on time, enabling the programme to launch without disrupting the customer's build or causing a line stop.

Optimas International continues to supply the part on a serial basis. The partnership created value across the supply chain. The customer transferred supply-chain risk to an international partner with French-language technical capability, the manufacturer gained a managed route into a market it could not readily serve directly and Optimas International demonstrated its ability to bridge the gap between a customer and its nominated supplier, converting a stalled, high-risk sourcing situation into a controlled and reliable supply line.

The customer now places orders with a single accountable partner under existing terms, rather than managing an unapproved nominated source across two boarders. The supplier was brought under formal agreement, with design-revision control, capacity verification, lead times and OEM tooling authorisation confirmed before launch.