



THE ASSOCIATION & VOICE OF THE US SEWN PRODUCTS INDUSTRY

## **SEAMS Member Spotlight: CustomFab USA**

*In our latest edition of SEAMS Member Spotlight, CustomFab USA, is highlighted. Brian Alhanati, vice president of the company, answers our questions.*

**Company headquarters:** Garden Grove, CA

**Year founded:** 1990

**Primary specialties:** Industrial Contract Sewing

**Number of employees:** 300+

### **Brief company history:**

CustomFab USA was founded by Don Alhanati in 1990, starting in his garage with a single ultrasonic welder making straps for an orthopedic brace company. Initially, materials were cut by hand and sewn by a seamstress working from her home. Over time, Don transitioned from a small facility to larger spaces, growing both the company's size and the complexity of its product offerings. Today, CustomFab operates out of a 77,000-square-foot facility with over 300 employees. "Our success is built on prioritizing customer needs above all else, a principle that has fostered both longevity and loyalty. Notably, our first customer remains a client today, and our first employee is still part of the team," said Brian Alhanati.

### **Markets served:**

Medical, Military, Industrial, Pet, Safety, Sporting Goods and Travel

### **Challenges and opportunities:**

"Challenges include navigating rising costs for raw materials, labor and overhead. Opportunities arise from our ability to respond quickly, deliver high-quality products and maintain flexible production schedules."

### **Company differentiators:**

"For customers, we offer tailored production solutions rooted in lean manufacturing principles, cutting-edge equipment and advanced software systems. This enables us to deliver complex products with exceptional efficiency and quality.

"Internally, we emphasize teamwork, leadership, integrity and work ethic. Our team-based production systems are designed to maximize throughput and empower sewists to excel. We recognize the challenging nature of their work and prioritize creating a positive, rewarding environment. Compensation is structured to acknowledge team achievements, fostering a



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sense of pride and motivation among our workforce. This commitment to employee satisfaction directly supports a reliable and resilient supply chain for our customers.”

**Thoughts on the Made-in-America/Americas movement and strategy to remain competitive in this region:**

“We are committed to bolstering domestic manufacturing, creating job opportunities, reinforcing national security and delivering quality products to build a stronger and more self-sufficient America.

“We remain competitive by targeting industries and patriotic businesses that value what we value: quality, reliability, flexibility, customer service, supporting American jobs, supporting the U.S. economy and decoupling our dependence on foreign adversaries. This strategic approach has been the cornerstone of our success.”

**Business outlook:**

“We are optimistic about the future and continue to invest in our capabilities. By adopting automated equipment, enhancing production and project management software and focusing on workforce development, we aim to strengthen our efficiency, quality and customer service.”

**Thoughts on health of the sewn products industry:**

“The sewn products industry faces challenges such as rising costs and global competition, but there is significant opportunity for companies that can deliver high-quality, Made-in-America solutions. Our success hinges on our ability to adapt to market demands, invest in innovation and maintain strong relationships with customers who value reliability and domestic production.”

**Value of SEAMS to CustomFab:**

“SEAMS provides immense value by fostering collaboration and knowledge-sharing across the sewn products industry. Understanding the challenges faced by customers, suppliers and fellow manufacturers helps us make informed decisions and stay competitive. Additionally, SEAMS amplifies our voice within the industry, allowing us to contribute to the collective goal of strengthening and growing the U.S. sewn products sector.”