

Landice

Sector: Manufacturing | Size Range: 10-29 Employees | Interviewed: 4/22/2020

The Company

Landice produces and sells home and commercial fitness equipment.

Staffing

Their production employees come into work four days per week, with Friday being a rest day. Employees who do not have the capacity to work remotely are split into A and B teams: members of the A team report to work on Monday and Wednesday while members of the B team report on Tuesdays and Thursdays. Their sales team, which normally has the capacity to telework, is working remotely. Managers and members of the leadership team come in virtually every day, though they may work remotely if they wish. They have maintained their rates of pay despite workers coming in for fewer hours.

Communication and Coordination

Members of Landice's leadership communicate with their employees on a daily basis. They get their information through the news, email updates, and the NJ state website. They hold two formal meetings per week, on Wednesdays and Thursdays to make sure they capture employees on both the A and B teams. This includes remote employees calling in. During these meetings, the company shares operational updates, information on what has changed at the government level, and health and safety measures.

Impact of Uncertainty

Landice depends, in part, on brick and mortar retail to display and sell their product. They have been impacted by the closures of retail stores. For home deliveries, potential customers may be uncomfortable with delivery and installation teams coming in. If the brick-and-mortar stores all open at once, Landice may be hit with abnormally high demand all at once. Additionally, they attend trade shows and have been hit with trade show cancellations since the outbreak. Supply chain disruption is a concern, though they have not run into these issues as of mid-April. In case of disruption, they have a few weeks of inventory available.