



Case Study

Mitigating the Cost & Liability Risks of Regulatory Compliance: True Manufacturing & Assent

Assent
Real depth. Sustainable growth.

True



Company Snapshot



True Manufacturing is a commercial refrigeration manufacturer founded in 1945, with a global customer base and expanding product portfolio that includes residential and commercial refrigeration products. It's also a leader in regulatory compliance and sustainability, with a track record that includes working with regulators to inform industry regulations and setting standards for sustainability initiatives. This is thanks in part to True Manufacturing's innovative approach to blending a legal perspective into its supply chain sustainability management program.



True Manufacturing & Assent

Client since **2022**

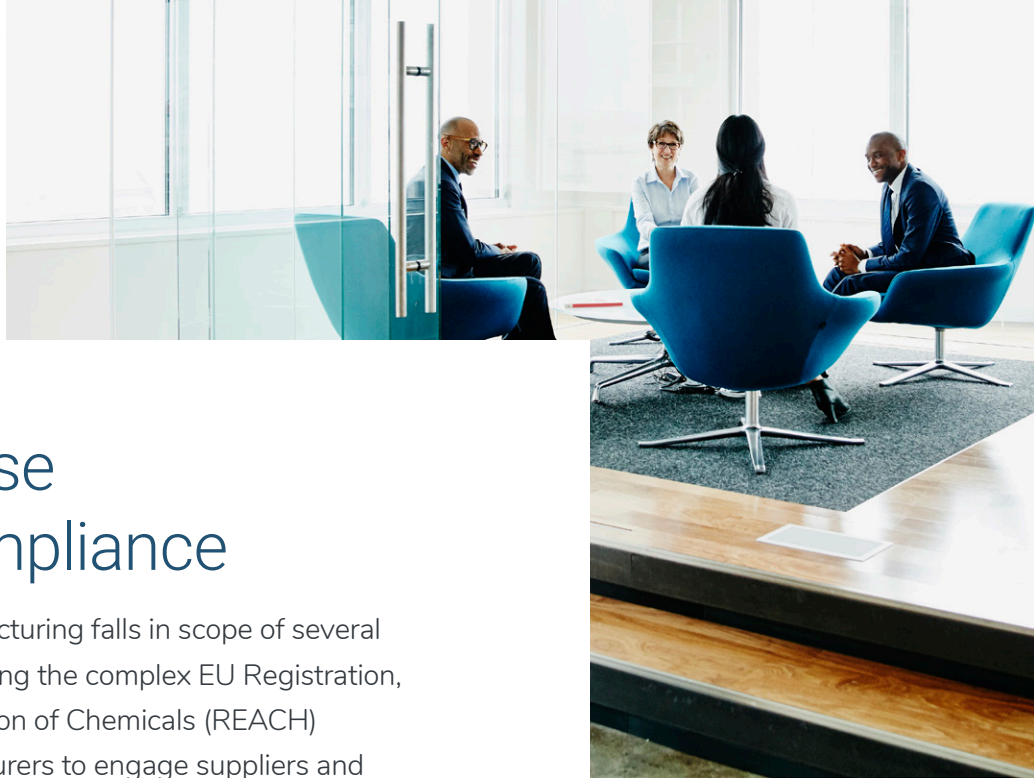
Solutions: Conflict Minerals, REACH, RoHS, Proposition 65, EU Waste Framework Directive, ESG



“Assent gives us a full team of experts to guide us through whatever is coming next, and engages our suppliers on our behalf. Assent has majorly upped our game when it comes to compliance.”

—Kristen James, General Counsel at True Manufacturing





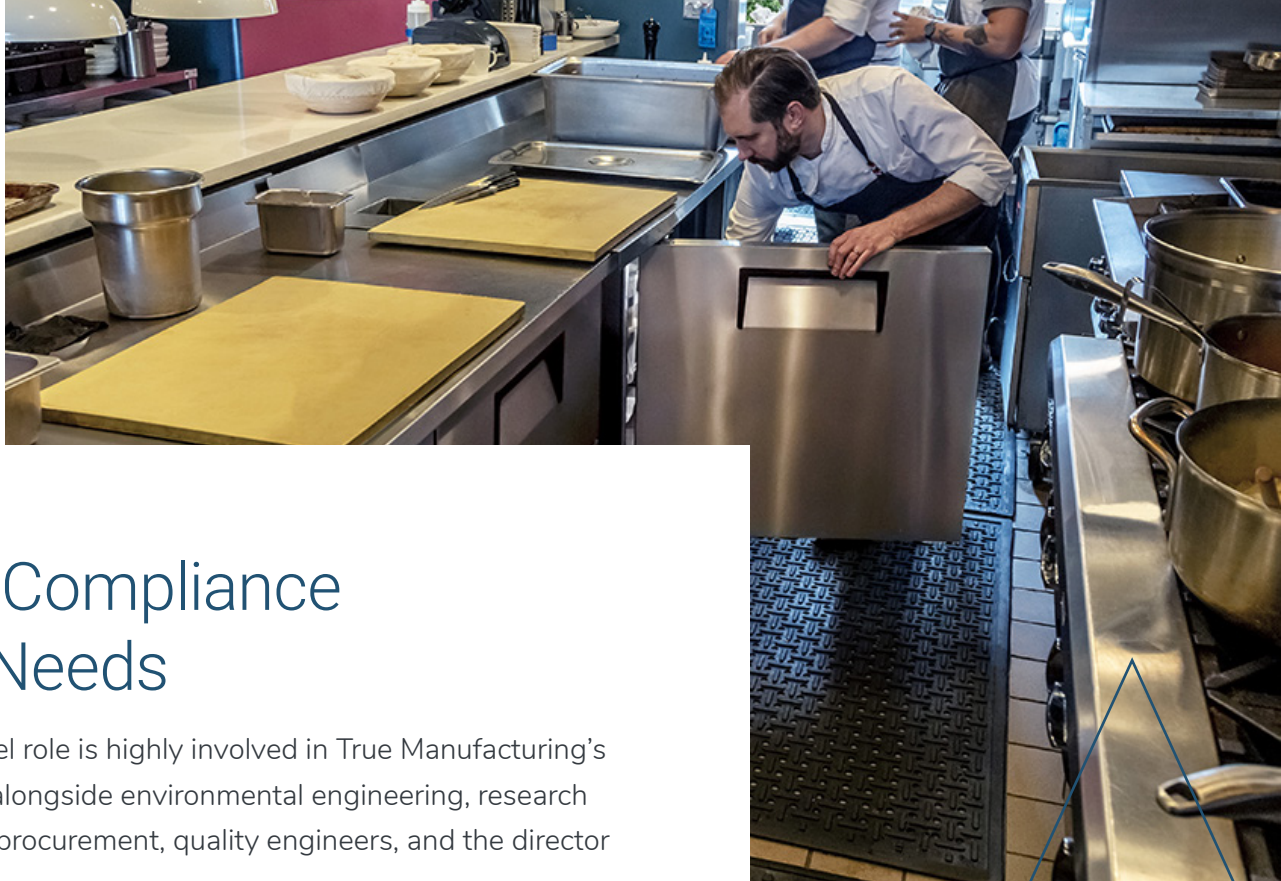
The Business Case for Proactive Compliance

As a global manufacturer, True Manufacturing falls in scope of several product compliance regulations, including the complex EU Registration, Evaluation, Authorisation, and Restriction of Chemicals (REACH) Regulation. REACH requires manufacturers to engage suppliers and track which chemicals are in their articles.

*We figured out what we would need to do to comply with REACH in terms of tasks, expertise, and work hours. We arrived at a crazy number — **hundreds of hours**. We determined that we would need to outsource a solution. The cost of adding internal resources far outweighed the ROI of going external,” recalls James. “We outlined the risk of non-compliance, financial penalties, market access loss, and brand damage versus the cost of compliance. **The risks far outweighed the cost of getting a program up and running.***

However, a proactive compliance solution wasn't just about saving money. For True Manufacturing, being a sustainability leader is part of their brand value. According to James, “We like to see ourselves as good stewards, and there is 100% a business advantage to that: customer trust and brand reputation. It is **always better to lead the charge than be the company dragged across the finish line kicking and screaming.**”





Aligning Compliance & Legal Needs

The general counsel role is highly involved in True Manufacturing's compliance team, alongside environmental engineering, research and development, procurement, quality engineers, and the director of operations.

A robust compliance program is about more than checking regulatory boxes: "Now, more than ever, almost all our customer contracts contain supply chain clauses that require us to do due diligence. If you don't have a compliance program in place, you might not even be eligible for RFPs," said James. Other legal concerns related to compliance include:

- ▶ Penalties paid out to customers
- ▶ Lawsuits
- ▶ Government sanctions
- ▶ Border delays
- ▶ Market access loss

By including legal counsel in its compliance program decisions, and sharing supply chain data between teams using Assent's centralized reporting dashboards, True Manufacturing ensures that everyone has the insights needed to prevent disruptions or brand damage.



Measuring the ROI of Proactive Compliance

Beyond reducing overall program costs, implementing Assent's platform solution for product compliance and environmental, social, and governance (ESG) helped True Manufacturing reduce program costs and grow its revenue opportunities.

By partnering with Assent to handle its supplier outreach, data validation, and regulatory monitoring, True Manufacturing reduced the cost of its compliance program and can now focus its resources on business growth: "Assent ensures supplier responses are getting monitored and flagged if there is an issue — it lets us focus on our work in house. We have biweekly check-ins with our Assent team, where they inform us about what's coming down the pike," explains James.

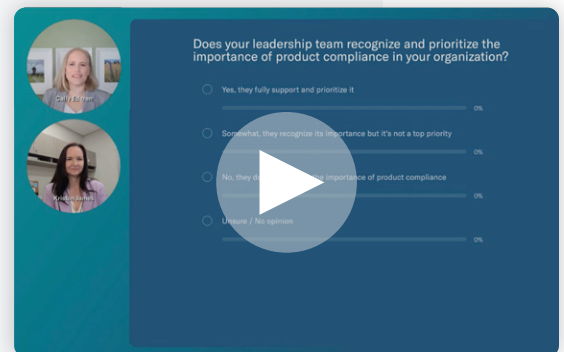
The Assent Supply Chain Sustainability Platform also supports True Manufacturing's business growth by enabling them to:

- ▶ Meet compliance requirements written into customer contracts
- ▶ Respond more quickly to customer data requests
- ▶ Access in-demand supply chain data, like responsible mineral sourcing data
- ▶ Improve brand integrity
- ▶ Allow time spent on compliance tasks to be reallocated toward in-house projects
- ▶ Improve data sharing between departments and create greater transparency

Align Your Compliance & Liability Management

Watch an on-demand webinar featuring True Manufacturing General Counsel Kristen James and Assent sustainability expert Cally Edgren that explains how to protect your bottom line from compliance and liability risks.

[Watch Now >](#)



Make Compliance a Growth Engine

Customer demand for supply chain sustainability data is on the rise, and a proactive program can help you gain a competitive market advantage.

Learn how Assent gives you easier, faster access to supplier data so you can respond to customer and regulatory requirements and grow your business.

[Book a demo to see Assent in action >](#)

