

CASE STUDY

Goodwin Company | Turning IT from a Cost Center into a Strategic Asset

For Goodwin Company, a leading manufacturer and packager of liquid products, IT isn't just about keeping systems running, it's about aligning technology with business strategy. That's why they partnered with CentraLink. By focusing on both immediate needs and long-term goals, we've become more than an outsourced IT provider—we've become a trusted business partner.

CLIENT: Goodwin Company



INDUSTRY: Chemical Manufacturing

LOCATION: Garden Grove, California

SERVICES: Chemical blending, liquid filling, packaging, distribution

About Goodwin Company

Goodwin Company is a fifth-generation, family-owned chemical blending and liquid filling company founded in 1922. They provide full-service contract manufacturing, including blending, lab work, liquid filling and packaging, warehousing, and distribution. Serving industries from household to industrial, Goodwin operates facilities in California and Georgia, ISO-certified and EPA-registered, with a century-long commitment to quality and strong customer relationships.

The Challenge

Goodwin Company needed an IT partner who could:

- Align IT infrastructure with both operational demands and long-term growth strategies
- Provide clear visibility into IT expenditure and return on investment
- Deliver reliable, secure systems while reducing unnecessary costs
- Act as a true extension of their leadership team, not just a vendor

They wanted more than technical fixes; they needed guidance that tied technology directly to business success.

The CentraLink Solution

We partnered with Goodwin Company to ensure IT became a driver of efficiency and growth rather than a cost center. Our work included:

- Developing IT strategies that balance short-term operational needs with long-term vision
- Optimizing infrastructure to support manufacturing and distribution processes
- Providing ongoing consultation to synchronize IT spend with business objectives
- Acting as a proactive, responsive partner at both the tactical and strategic level

THE RESULT

By partnering with us, Goodwin Company has gained:

- An IT environment aligned with their operational and strategic goals
- Cost-effective solutions that maximize ROI without sacrificing reliability
- A trusted partner who supports leadership with clear, actionable insights
- Confidence that IT is enabling growth instead of holding it back

With CentraLink as their strategic partner, Goodwin Company can continue to focus on delivering high-quality manufacturing and packaging solutions, knowing their IT investments are working hand-in-hand with their business strategy.

What Goodwin Company Says About Partnering with CentraLink

“CentraLink is more than outsourced IT, it is a strategic business partner that understands the need to synchronize IT expenditure and infrastructure with the short-term needs and long-term goals of the company.”

— Don Goodwin, President & CEO, Goodwin Company

