

FICTIV



NIGHTSIDE

Illuminating Innovation: Nightside's Journey from Prototype to Production



About

Nightside is a design-forward brand that offers beautifully crafted products for the bedside. Their flagship lamp combines functionality and aesthetics, featuring a low-light design and customizable shades.

Industry: Consumer Products

Product: Nightside Lamp

Location: Marin County, CA

Why Fictiv

Nightside chose Fictiv for its exceptional customer service, consistent quality, seamless transition from prototyping to production, expert DFM guidance, and scalable supply chain.



“ From tooling to production, Fictiv’s consistency and expertise have been instrumental. They’ve enabled me to focus on what I love: designing beautiful, functional products that enhance people’s lives. ”

Jess Gupta, Founder, Nightside

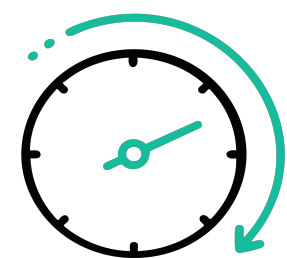
Customer Challenges:

- Turning designs into prototypes quickly

Capabilities Leveraged:

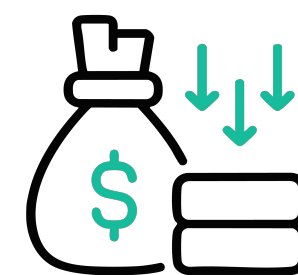
- Injection Molding
- CNC Machining
- In-Depth DFM Analysis & Consultation
- Supply Chain Program Management Services
- Supply Chain Logistics Management Services

Results:



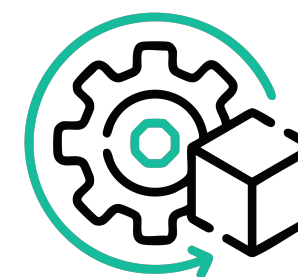
Faster Time-to-Market

The combination of rapid prototyping and efficient manufacturing workflows reduced the overall product development timeline.



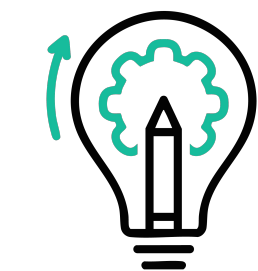
Cost Savings

Leveraging Fictiv's streamlined supply chain minimized overhead costs associated with sourcing, manufacturing, and logistics.



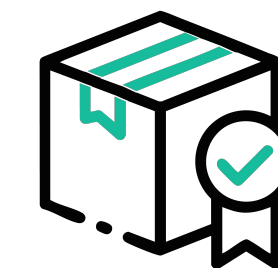
Scalable Manufacturing

Nightside.com could seamlessly scale from prototyping to low- or high-volume production, meeting market demand without delays.



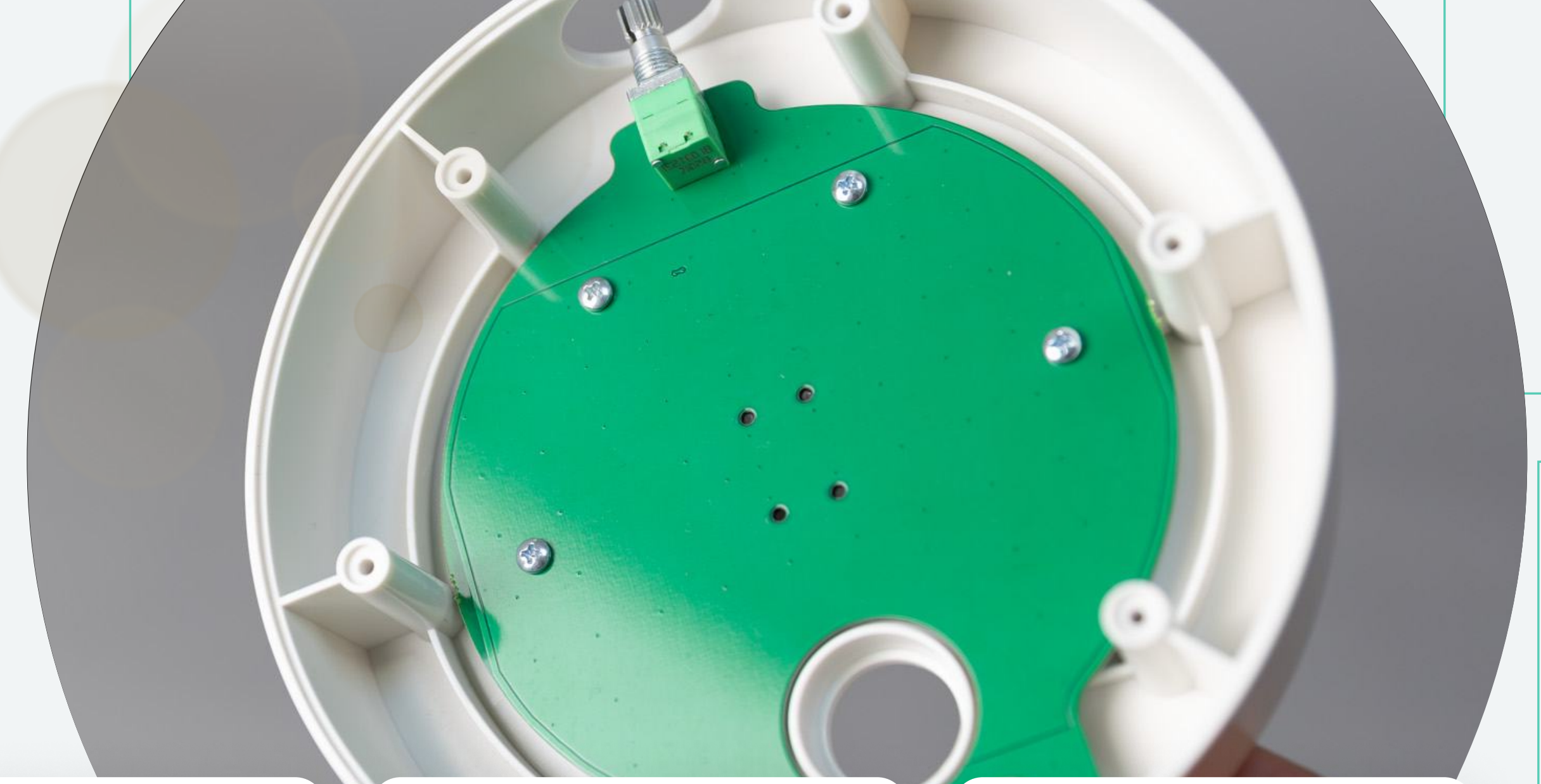
Improved Product Quality

Access to precision manufacturing capabilities resulted in higher-quality components and fewer errors in the design-to-production process.



Accelerated Prototype Development

Reduced prototype production time from weeks to days, allowing faster iterations and quicker feedback cycles.



PROTOTYPING CHALLENGES

When Jess Gupta founded Nightside, he wasn't just launching a product; he was creating a brand centered around the deeply personal space of the bedside. Nightside's mission is to design and sell products that enhance the transition from wakefulness to sleep, offering innovative yet simple objects like bedside lamps and puzzles that invite calm and relaxation. For Gupta, the journey to bring his vision to life was marked by determination, creativity, and the pivotal support of Fictiv.

Gupta first conceptualized his flagship bedside lamp while caring for his young daughter. With a modest setup and a CAD program, he began prototyping using packing tubes and rough models to explore his ideas. This led to more refined designs in SolidWorks, a skill he had to relearn since his time in school. However, moving from concept to tangible prototypes presented significant challenges.





"I didn't have time to manage a 3D printer myself," Gupta recalls. "Fictiv's options and fast turnaround times made it easy to get exactly what I needed. The quality and service were excellent, and I felt like someone was always watching over my order." Over several years, Gupta iterated through countless design changes, investing heavily in [3D printing](#) through Fictiv to refine his product.

FINDING THE RIGHT MANUFACTURING PARTNER

Choosing Fictiv wasn't just about convenience; it was about finding a partner that could scale with Nightside's evolving needs. "There are a lot of companies that promise quick turnaround and low costs, but Fictiv stands out for its consistent quality and excellent communication," Gupta notes.

As Nightside's design matured, Gupta transitioned from [prototyping](#) to [production](#). This leap often requires different suppliers, but Fictiv's [guided expertise](#) and program management ensured a seamless transition. Gupta worked closely with Fictiv's team to bridge the gap between prototyping and full-scale production, eliminating the need to source multiple manufacturing partners.

THE PATH TO PRODUCTION

Moving into production was both exciting and intimidating. Gupta's background in artisanal furniture design meant he had limited experience with manufacturing. "I'd never produced a product myself," he admits. "My prototypes were great, but turning them into manufacturable components was a new challenge."

Fictiv's team guided Gupta through the design for manufacturing (DFM) process. They identified areas that needed adjustment for [injection molding](#), ensuring the designs were optimized for production without compromising on aesthetics. "Fictiv helped me turn my 3D-printed parts into injection-molded components, ensuring everything was optimized for manufacturing," Gupta explains.



EXPERT DFM GUIDANCE

One of the critical phases in Nightside's journey was the detailed DFM work conducted by Fictiv. From advising on material selection to refining part designs, Fictiv ensured that Gupta's vision could be realized at scale. A notable example was the plastic shade of the lamp, which initially reflected light undesirably. By iterating on textures and finishes, Fictiv provided samples that allowed Gupta to test and select the ideal solution.

"The team was quick to provide ideas and implement them," Gupta recalls. "They gave me multiple options to test, which saved time and ensured we found the perfect texture."

SEEING THE LIGHT

Another section of the lamp the team collaborated on was the top, which was found to allow an undesirable amount of light through the parts and assembly.

The team discussed different material considerations and developed a solution: Masking and painting the inside of these parts to block the light transmission and achieve the desired look.



*Top: Light escapes the top in an earlier iteration.
Bottom right: The team's solution achieves the desired look.*

BOM MANAGEMENT

With 14 injection-molded parts, two machined aluminum components, and a variety of off-the-shelf elements, managing Nightside's bill of materials (BOM) was a complex task. Fictiv helped simplify Nightside's BOM management by centralizing sourcing, streamlining production workflows, and maintaining quality standards across all components. This allowed Nightside to focus on product development while reducing the challenges of coordinating multiple suppliers.

“ The attention to detail in handling the BOM was incredible. ”

JESS GUPTA

Founder, Nightside



“ Every part, from the machined aluminum backbone to the Delrin self lubricating components, was produced to exact specifications. ”



ASSEMBLING NIGHTSIDE'S AWARD-WINNING LAMP

Once production parts arrived, assembly took place in Marin County, California, where Gupta and his team personally ensured each lamp met their high standards. "We see every part that goes into the lamps," Gupta explains. "It's rare to find defects, and the consistency has been outstanding." This hands-on approach has not only maintained quality but also reinforced Nightside's commitment to craftsmanship.

Nightside's lamps have quickly gained recognition for their innovative design and durability, with customers praising the tactile experience and customizable fabric shades.

BOOTS ON THE GROUND

“Barry and the team in China were amazing,” Gupta says. “They communicated clearly, provided samples, and solved problems quickly. I didn’t have to travel to China, which was invaluable as a parent with young kids.”

One example of their effectiveness was addressing light leakage in the lamp’s plastic components. By adding a post-process of black paint to specific parts, they resolved the issue without requiring major design changes.

WHAT’S NEXT FOR NIGHTSIDE AND FICTIV?

Nightside’s first production run of over 1,000 units has exceeded expectations, with sales growing steadily. Gupta is already planning the next production cycle and exploring opportunities to expand the product line.

As Nightside grows, Gupta is confident in Fictiv’s ability to support future endeavors. “From tooling to production, Fictiv’s consistency and expertise have been instrumental,” he says. “They’ve enabled me to focus on what I love: designing beautiful, functional products that enhance people’s lives.”

To learn more about this innovative product, visit Nightside.com



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