



A Veryable Film

Manufacturing Day 2026

The Full Script

The complete script of Veryable's film for Manufacturing Day 2026, marking 250 years since the Declaration of Independence.

Premiered October 2, 2026
Manufacturing Day

veryableops.com

About the Film

Released in the 250th year since the Declaration of Independence, Veryable’s Manufacturing Day film looks at how manufacturing built the country, why it matters to America’s future, and who will shape its next era.

Premiered

October 2, 2026
Manufacturing Day

Narrated by

Matt Horine
Head of Reindustrialization at Veryable and Host of the U.S. Manufacturing Today Podcast

Featuring

Mike Kinder
CEO and Co-Founder, Veryable

Noah Labhart
CTO and Co-Founder, Veryable

Contents	01	The Importance of Manufacturing	03
	02	What Is Manufacturing Day	03
	03	America at 250	04
	04	Manufacturing in America, Past and Present	05
	05	The Future of Manufacturing	06
	06	The Workforce of the Future	08
	07	How Veryable Enables This	10
	08	Building the Next Era	12
		Sources	13

A note on the text

Interview excerpts are transcribed as spoken. A bracketed ellipsis [...] marks a point where an excerpt was edited for length. Numbered references point to the sources listed at the end.

Chapter

01

The Importance of Manufacturing

Mike Kinder

CEO and Co-Founder

Manufacturing labor has always been bedrock. In our economy. Since the industrial revolution, up to now, manufacturing has won us wars.

Manufacturing has driven innovation. It's behind the products that you use every day. The cars you drive, the planes you fly in. It's a reflection of the American spirit, and that spirit thrives on the shop floor when you're making something tangible with your hands, you're contributing to goods that are gonna go to the economy and serve an important purpose. You have a piece in that. There's honor in that. There's dignity in that.

We've always faced trials and tribulations as a country as an economy. But every time you face a trial and tribulation, who steps up? It's the people that are making and delivering. Everybody should have some gratitude for people that rose to the occasion. This has always been the case with the American worker, is rising to the occasion when the country needs us most.

Chapter

02

What Is Manufacturing Day

Matt Horine

Narrator

When America manufactures, America wins. When it stops, the cracks show quickly. We have lived that reality. We have watched supply chains stretch across oceans and break under pressure, skills fade because they were never passed down, and the country come to depend on others for things it should be able to build itself.

That is why Manufacturing Day matters. It celebrates the work that built this country and the workers who sustain it today. It is also a reminder that our ability to make things will determine how competitive we are in the years ahead.

Each year, manufacturers across the country open their doors to students, parents, educators, and their communities. Visitors see what modern manufacturing really looks like: automated lines, precision equipment, connected systems, and the workers who run all of it. For a student or job seeker, it can be the first look at a career they had never considered.

Chapter

03

America at 250

Matt Horine
Narrator

For the past five years, we have championed Manufacturing Day across our networks, because manufacturing is essential to national security, economic resilience, and the country's ability to innovate at the pace the world now demands. This year, we are focusing on who will shape the next era of American manufacturing.

This year also marks 250 years since the Declaration of Independence. The founders learned quickly that independence depends on the ability to make things. Washington's army spent the early years of the Revolution short on gunpowder, relying on supplies shipped from Europe. In 1791, Alexander Hamilton drew the lesson in his Report on Manufactures: "the independence and security of a Country appear to be materially connected with the prosperity of manufactures."¹

On screen

"Not only the wealth, but the independence and security of a Country, appear to be materially connected with the prosperity of manufactures."

Alexander Hamilton, Report on Manufactures, 1791

Over the 250 years since independence, that capacity has built the country's infrastructure, its economy, and its character as a nation that solves problems by rolling up its sleeves and getting to work.

America 250 is also a chance to decide what comes next. What will define American strength in the decades ahead? What capabilities must we rebuild? And who will carry this work forward? Those answers are being shaped right now, through the skills we invest in, the technology we adopt, and the systems we choose to change.

To understand where we are going, we have to understand where we have been.

Chapter

04

Manufacturing in America, Past and Present

Matt Horine
Narrator

Within a few years of Hamilton's report, water-powered mills were rising in New England. They were small, loud, and imperfect, but they began turning human effort into industrial output.

Then came steel, railroads, and mass production. The country laid track across a continent, forged the steel that shaped its cities, and introduced the moving assembly line that changed how the world makes things.

By the 1940s, American factories had become what President Franklin Roosevelt called the arsenal of democracy. Automobile plants turned to building tanks and bombers, and the country produced ships, planes, and equipment at a scale the world had never seen. That output helped win the Second World War.

For decades afterward, manufacturing built the American middle class. Millions of workers found stability, purpose, and pride in making something real. In June 1979, manufacturing employment reached its all-time peak of 19.6 million jobs.²

Then the story shifted.

Mike Kinder
CEO and Co-Founder

What happened is pretty much an outsourcing boom. And so in around the 90s, early 90s, big push to outsource to low cost countries. And so that accelerated around 2001 when China entered the World Trade

Organization. And then you saw manufacturing jobs in the US drop off a cliff.

Matt Horine
Narrator

Automation and rising productivity also meant plants needed fewer workers for the same output. But the greater loss was capability. Production moved overseas, and with it went suppliers, process knowledge, and skills that had taken generations to build. Entire towns felt it as factories closed.

The cost became impossible to ignore when the pandemic hit. Shortages of medical supplies, semiconductors, and basic materials showed how fragile distant supply chains had become, and how much of the country's critical supply depended on production it did not control.

Many companies are now weighing the full cost of offshoring.

Noah Labhart
CTO and Co-Founder

What people have realized is that that's really just creating different problems. It's really just creating different expenses that show up in different places. [...] Manufacturing in the US right now, we have a lot of people that are considering reshoring that are bringing businesses back to the US.

Chapter

05

The Future of Manufacturing

Matt Horine
Narrator

Incentives, reshoring, and a renewed focus on self-sufficiency are strengthening the country's industrial base. But bringing production home is only half the challenge. Once it is here, it has to compete, and the terms of competition have changed.

Mike Kinder
CEO and Co-Founder

If you go on Amazon right now and you find something on Amazon Prime, you're infinitely more likely to buy that on Prime, even if it's not your favorite product. Like you would rather buy something on Prime that you rated like eight out of ten versus the thing that was a ten out of ten. That took two weeks. That's how most of the buying behavior is, and most manufacturing is in denial about that.

[...] And I'll take a big equipment company. Yeah, we'll keep the name hidden. But when we surveyed all their, their customers, 50% of their customers were indifferent to brand as long as they could get their equipment in seven days, seven weeks. So what they were doing instead was engineering everything to order for 50 week lead times.

[...] But instead they're saying, here are our constraints, and here's what you have to live with. That's going to get rejected. It's being rejected now, but it's just going to get more rejected over time.

Matt Horine
Narrator

The operations that win will be the ones that can adjust capacity quickly without giving up cost, quality, or control. And for most of them, the hardest thing to adjust is labor.

Noah Labhart
CTO and Co-Founder

Here at Veryable, we believe in the future of manufacturing in the US. We believe in the future of manufacturing, period. And what we're doing to really push that agenda is first focusing on labor. We're first focusing on solving the labor problem. How do you make your labor as flexible as the rest of your operation? How do you match your labor capacity with the demand of your customers? How do you make it as flexible as just in time as they are requiring of you? That's the problem we're hoping to solve with Veryable, and that's just the beginning.

Once we solve that problem, once people solve that problem in their operations, then they can start to step into more advanced manufacturing, advanced innovation around IoT and around just in time instructions and around really making their operation built around the just in time model. But before they can do that, before they can take advantage of a lot of this technological advancement that cost money, that cost time, they need to be able to ramp up and ramp down their workforce.

Chapter

06

The Workforce of the Future

Matt Horine
Narrator

Ramping up assumes there are workers ready to step in. But American manufacturing is losing experience faster than it is replacing it. Much of the industry's knowledge sits with workers nearing retirement, and the pipeline behind them has not kept pace. Every retirement takes years of process knowledge off the floor.

At the same time, investment in domestic production is adding new facilities, new lines, and new demand. The Manufacturing Institute and Deloitte estimate that U.S. manufacturing could need 3.8 million additional workers between 2024 and 2033, and that as many as 1.9 million of those roles could go unfilled if current workforce challenges persist.³

That gap is both a risk and an opportunity. For companies, a new line without enough workers does not produce output. It produces overtime, backlogs, and missed delivery dates. For workers, it means millions of roles that need to be filled.

Serious efforts are underway to close it. Government programs are funding apprenticeships, grants, and workforce initiatives. Private companies are investing in training centers and new ways to teach technical skills. That work matters, and the industry needs more of it.

Much of that effort focuses on trades like welding and machining. But a great deal of the day-to-day friction comes from something else: knowing how a specific plant runs, including its equipment, its processes, its pace, and its expectations. That knowledge is learned on the floor.

Mike Kinder
CEO and Co-Founder

So how do people learn in general? People learn by doing. I'm not convinced it's any other way. You ask anybody and there's an arrogant often in the kind of like the high end services arena in the white collar space. And the arrogance is something like, I didn't learn anything in law school. I learned it all when I was clerking for somebody. I learned it all in the job. And everybody applauds those kind of statements, you know, like, oh, yeah, right on. Or engineers. Yeah. I didn't learn anything in my engineering classes. I learned in my first engineering job. And everybody

applauds. Well, how do you think people learn on the shop floor? Same way they don't sit around, learn in a classroom. They learn by standing up in front of a piece of equipment and operating it or assembling.

Matt Horine
Narrator

Trades are built on fundamentals first: showing up reliably, reading a drawing, working safely around equipment. When those are missing, even good training programs struggle. And when every opening requires experience on the exact same equipment, the industry stops producing the experience it needs.

Access to real work changes that. In a live operation, dependability, safety habits, and how quickly someone learns become visible in the work itself. That record shows which workers are ready for more, and where advanced training will pay off.

Mike Kinder
CEO and Co-Founder

The best way to address the skills gap is let's give people more opportunity to learn on the job. Break down the barriers.

Matt Horine
Narrator

One worker on Veryable started with short warehouse assignments because a young child made a full-time schedule hard to keep. He completed more than 200 of them with consistently strong ratings, building experience in assembly and machine operation. That record earned him a place in a welding program offered through Veryable, and in less than a year he went from entry-level warehouse work to welding. Paths differ, but progress starts the same way: with access to the work.

His story also points to a part of the workforce the conventional hiring model rarely reaches. Many workers have industrial experience and want to work, but cannot commit to the same full-time schedule every week. They are parents, students, retirees, and workers holding other jobs. Their available hours rarely fit a job posting, but together they add up to real capacity.

Mike Kinder
CEO and Co-Founder

I don't need 40 hours of a welder. I need like ten hours of a welder. [...] So you got one side complaining about the fact that they can't access fractional welders, and you've got the other side of the marketplace saying, well, I can weld, just not consistently over a certain period of time. [...] And why don't you guys just figure out a way to do business that isn't a job. That's what we're trying to create.

Matt Horine
Narrator

For companies, the question becomes how to turn those available hours into dependable capacity, at the speed customers now expect.

Chapter

07

How Veryable Enables This

Matt Horine
Narrator

Competing today, globally or at home, means giving customers what they want, when and how they want it. As product features become commodities, speed, service, and cost set companies apart.

Add volatile demand, shifting customer patterns, and complex trade policy, and planning and labor have to be as responsive as the market itself. Veryable has built a connected platform to make that possible.

On-Demand Labor

It starts with On-Demand Labor, a marketplace built specifically for manufacturing, logistics, and warehousing. Businesses post the work they need completed, and qualified workers, called Operators on the platform, bid to fill it. Businesses bring in only the workers they need, when they need them, so labor scales with volume. That protects service to customers and helps businesses compete on both cost and lead times.

Operators benefit as well. The marketplace's industry focus attracts workers with real experience in welding, assembly, machining, inspection, tooling, and forklift operation. Ratings and work history let the best Operators stand out, and Operators choose work based on schedule, pay, and the businesses they want to work with.

Workforce Management

Workforce Management brings demand-driven planning to the operation. It uses the production schedule to show labor needs by area and shift, and connects siloed systems into one platform with real-time visibility. Operations can see how their workforce is being used, spot shortages as they form, and close those gaps internally or through the On-Demand Labor marketplace before they reach the floor.

ShiftWorks

ShiftWorks puts that plan in the hands of frontline employees. In one mobile app, they can view schedules, report absences, and release or pick up shifts, with approvals managed in Workforce Management. The result is less paperwork, less ambiguity, and a workforce aligned in real time.

Veryable Vendor Network

The Veryable Vendor Network connects the businesses on Veryable to one another. Buyers can find new suppliers, evaluate fit, and request quotes in one place, while suppliers showcase their capabilities to win more work. And because those suppliers can flex their own labor through Veryable, buyers gain partners close to home that can scale with the work.

How It Works Together

U.S. reindustrialization is creating one of the biggest opportunities in generations for workers, businesses, and the economy.

On-Demand Labor creates the capacity to capture it, with access to 1.6 million skilled and experienced Operators. Workforce Management and ShiftWorks keep schedules, systems, and production demand in sync, so labor no longer has to be the constraint. And the Vendor Network strengthens the supply chain beyond the facility, helping reduce the material delays that disrupt operations.

Individually, each tool solves a hard operational problem. Together, they make each other stronger, with better data, connected systems, and faster decisions.

This is how we compete. This is how we win. This is how we build the next 250 years of U.S. manufacturing.

Chapter

08

Building the Next Era

Matt Horine
Narrator

The next era of American manufacturing will only happen if all of us participate.

So whether you're a worker, a business leader, an educator, or someone who simply believes in America's industrial future, you have a role in this story. Workers step onto the floor as demand grows. Every shift builds experience with new equipment, processes, and operating environments, and that experience can lead to more advanced opportunities. Business leaders turn investment into output by building domestic capacity, modernizing how they plan and run their operations, and creating more ways for workers to contribute. Educators connect what they teach to the work companies actually do, and help students, parents, and job seekers see modern manufacturing as a real career path. And anyone who shares that belief can champion the manufacturers in their communities and the careers they offer, because the ability to make things at home is part of the country's strength.

Mike Kinder
CEO and Co-Founder

I think we're about to see a local manufacturing renaissance. [...] I don't think there's ever been a better time to get involved in manufacturing and really embrace that, because it's a noble thing to do. It's a noble lifestyle, like you're better off for it.

Matt Horine
Narrator

If you want to be part of what comes next, visit our campaign page. Learn how you can take part, share this film, and connect with others who are shaping the future of American manufacturing.

America's founders learned that independence depends on the ability to make things. Generations of workers proved them right with their hands, their grit, and their ingenuity. Now it's time to build the next era, together.

Mike Kinder
CEO and Co-Founder

A thank you goes out to all of our operators, all of our customers, everybody out there contributing to manufacturing distribution logistics. We owe you a debt of gratitude because nothing gets done if you're not there.

End of film

Sources

1. Alexander Hamilton, *Report on the Subject of Manufactures*, December 5, 1791. Founders Online, National Archives. founders.archives.gov/documents/Hamilton/01-10-02-0001-0007
2. U.S. Bureau of Labor Statistics, "Forty years of falling manufacturing employment," *Beyond the Numbers*, Volume 9. bls.gov/opub/btn/volume-9/forty-years-of-falling-manufacturing-employment.htm
3. The Manufacturing Institute and Deloitte, 2024 manufacturing workforce study. themanufacturinginstitute.org/manufacturers-need-as-many-as-3-8-million-new-employees-by-2033

The logo for VÉRYABLE, featuring a stylized 'V' followed by the word 'ÉRYABLE' in a sans-serif font.

Manufacturing Day 2026
veryableops.com