

## batch production

Batch production can be positioned between mass production and one-off pieces. Objects are produced in the same setting in groups that can be distinguished by some differences in their appearance or materials; for example, a batch of one thousand kettles in a certain colour might be followed by two thousand of the same kettle in another colour. For manufacturers, the retooling between batches can be costly. However, this process can be a good method to produce seasonal designs or objects in small runs to test a market. Consumers receive a product that might have value as part of a limited edition. {March 2012}

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**batch production** {see also process, workshop}