

PRESS RELEASE:

Denimville - VisionPLM

Denimville selects VisionPLM to streamline product development and pre-production processes

Guatemala's leading fashion denim producer is set to improve the efficiency and speed of key product development processes including sampling, costings, and bill of materials.

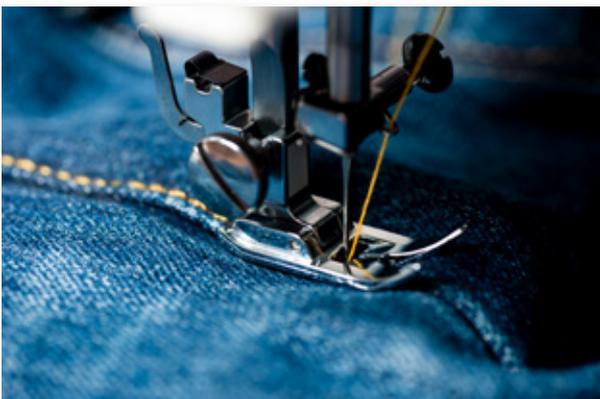
Leading fashion denim producer Denimville (previously known as Denimatrix), provide premier brands and retailers with a vehicle to quickly bring innovative, 'fashion right' products to market. Working with many leading fashion brands, Denimville offer customers vertically integrated solutions, coordinating product development from raw materials to garment finishing in a way that maximises innovation at competitive prices. A deep knowledge of the market and key trends, allied to specialised dry and wet processing expertise, and a focus on fit and construction details, give customers an advantage in the ever changing, highly competitive fashion denim marketplace.

Coats Digital's unique reach through the fashion supply chain, easy integration to the FastReactPlan planning solution and the intuitive fashion specific functionality of VisionPLM, made this the natural choice for the business.



DENIMVILLE

Having already successfully implemented Coats Digital's FastReactPlan (formerly known as Evolve) manufacturing planning and control solution to reduce lead times and WIP, and improve productivity, the next focus for improvement was in the product development and pre-production area. Whilst PLM software is more traditionally used by retailers and brands, Denimville were quick to recognise the value to a manufacturer of a system that improves efficiency and speed in these areas.



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Building on the successful implementation of FastReactPlan manufacturing planning system, which is already delivering significant benefits, we are now keen to streamline and improve performance in the product development and pre-production areas, and integrate this with planning.

We are confident that Coat Digital's VisionPLM will help us achieve these objectives and add real value to our customers by improving the efficiency and speed of processes including sampling, costings and bill of materials (BOM), as well as the critical path management that pulls the whole process together!

We have been impressed with the highly visual and intuitive nature of Coats Digital's solutions which are key to rapid user adoption, and look forward to another successful project which promises to deliver an excellent return on investment.

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Erik Johannessen, CIO Denimville

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VisionPLM is a modular system, and the Denimville solution has been specifically designed for a manufacturer that is actively involved in design and development, and is fully integrated with production planning and other systems, to maximise the benefits to the business and its customers.



The solution includes the management of ranges, samples, costings, materials, and purchase orders, as well as best in class critical path management and full reporting.



With continued pressure on speed to market and margins, we have seen many forward thinking manufactures play an increasing role in the design and product development process.

Denimville are a great example of this type of business, and were quick to see the significant benefits that a fashion specific PLM (replacing multiple disconnected and highly manual systems) would deliver to the business and its customers. The result will be a more streamlined design, development and pre-production process, providing Denimville, its suppliers and customers with the improved visibility, coordination and control, which is essential to driving business performance in areas such as sampling, costing, BOM creation and materials management.

All of this will also drive the opportunity to reduce lead times and achieve on time production start which is crucial to productivity.



Stuart McCready-Stocks
Director. Strategic Sales
Coats Digital

