

Pinehurst Manufacturing selects Fast React's manufacturing planning system to provide foundations for further controlled growth

Leading sports apparel manufacturer to implement Evolve in Honduras and Nicaragua, to respond efficiently to market demands for increased flexibility and reduced lead time



Pinehurst Manufacturing is a leading manufacturer of high-quality, sports apparel with operations in Honduras and Nicaragua. Establishing itself as a key strategic supplier in the region, they are proud to work with a number of global sports apparel brands including adidas, Reebok and Puma.

With a wide range of products from performance shirts and shorts, to ladies apparel and jerseys, Pinehurst is a fully packaged manufacturer offering clients cutting, sewing, screen printing, embroidery, sublimation, washing and transfer printing. Entrepreneurial vision, innovation and drive have been at the heart of Pinehurst's proud history of success and growth as a leading regional manufacturer of sports apparel.

“ As part of a strategy to double the size of the business over the next 5 years, we are investing heavily in the latest embellishment technology, and in the systems and procedures that will provide us with fast access to accurate information and the ability to respond efficiently to market demands for increased flexibility, reduced lead times and exceptional delivery performance. A key priority is replacing the existing manual, disconnected methods of manufacturing planning with a system which will improve visibility, coordination, control and reduce costs. It was clear from our research and discussions with leading apparel manufacturers and brands, that Fast React's specialist apparel manufacturing planning system, with its rapid implementation and proven business benefits, would be the best solution for Pinehurst Manufacturing. ”

Martin Lowe, CFO - Pinehurst

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Fast React's market-leading, highly visual, Evolve planning and control solution, provides a single point of reference for all departments, and supports fast, accurate and efficient planning by simultaneously and dynamically considering the three key planning criteria: capacity, pre-production critical path (time and action) and materials. Evolve is a modular solution, and the configuration for Pinehurst will include high level planning providing a control tower view of the business and the efficient management of demand and capacity across the two plants, with detailed line level planning of sewing and scheduling of supporting operations in Honduras and Nicaragua. The solution also includes integrated critical path management (with clear priorities and early warning of potential issues) and full materials requirements planning (MRP).

“ The relentless demand for increased flexibility and reduced lead times, including quick response and replenishment programs, represents a real opportunity for apparel manufacturers in Central America to leverage the advantage of their geographical proximity to the US market. In order to capitalise on this opportunity, manufacturers need to be able to produce fast, detailed and accurate plans which optimise delivery and efficiency. The reality for most business is that this is simply not possible with the existing largely manual methods and excel spread sheets which are still so common in the industry. This is one of the key reasons why an increasing number of leading apparel manufacturers in the region are turning to Fast React. We are delighted to be working with Pinehurst Manufacturing to implement our planning and control system, and confident that this will provide the business with some of the key tools it needs to deliver consistently exceptional delivery performance, whilst at the same time reducing lead times and costs. ”

Gary Thompson, Business Development Director - Fast React