

CASE STUDY:

Ocean Lanka Ltd - Sri Lanka

Ocean Lanka increase their daily production output through the use of Coats Digital's FastReactPlan (previously known as Align)

THE CUSTOMER

Ocean Lanka (Pvt) Ltd is Sri Lanka's largest weft knitted fabric manufacturer and exporter. Operating from a single factory in Biyagama Export Processing Zone, Sri Lanka. With over 250 knitting, 62 dyeing and 5 printing machines, the factory's output is estimated at 24 million lbs. annually.

The logo for Ocean Lanka, with 'OCEAN' in green and 'LANKA' in blue, both in a bold, sans-serif font.

Ocean Lanka is highly regarded among its international customers, including Victoria Secret, Nike, Marks and Spencer, GAP, Adidas and Next.

THE CHALLENGE

Through product diversification, the company offers a variety of in-house textile innovations and customised solutions to its large customer base, honouring commitments and sustaining high standards in both products and good governance practices. However, with overwhelming demand, meeting customer needs and optimising the capacity of machines has proven to be a major challenge.



Additionally, managing inter-department capacities through numerous spreadsheets have led to poor visibility and coordination, resulting in uncertainty during decision making. As a result, efficiencies were low and material WIP inventory levels were relatively high.

Whilst the traditional focus of manufacturers was on production efficiency, current demands require reliable information flowing across the supply chain, providing visibility to across all core functions

The company was recently awarded with three top honours at the NCE Annual Export Awards, winning the Gold Awards for 'Suppliers to Exporters Sector' in the Extra Large Category and 'Best Performer in Research and Development'. The company was also the recipient of the much coveted 'Highest Export Turnover' Special Award.

The logo for FastReactPlan, featuring a stylized 'G' icon followed by the text 'FASTREACTPLAN' in a blue, sans-serif font.

KEY FACTS

CUSTOMER

Ocean Lanka Pvt Ltd

LOCATIONS

Sri Lanka

CHALLENGE

Increasing productivity (cost control) and to accelerate speed to market

ROI

Substantially improved efficiency and productivity through effective planning and increased management visibility

- Productivity up by **20%**
- Increased Capacity by **23%**
- OTDP% maintained during a period of 23% sales growth



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THE SOLUTION

FastReactPlan (previously known as Fast React Align) has allowed Ocean Lanka to prioritise and manage their activities to meet their increasing customer demands. This has improved coordination and reduced both response time and overall lead time.

Mr Rajitha Wijerathna, Senior Manager - PPC & ERP System, further mentioned:



Since using FastReactPlan (previously known as Align), we have improved efficiency and productivity by 20% within the last 2 years.

Consequently this has increased our daily production from 60 lbs. to 80 lbs., which is a 23% increase in machine capacity utilisation.

This is a significant achievement, as we are now well poised to serve our customer demands with improved flexibility and are able to plan our operations much more efficiently, with clear coordination and seamless communication among production units.



Mr Rajitha Wijerathna
Senior Manager - PPC & ERP System
Ocean Lanka Pvt Ltd.

THE CONCLUSION



There is now, more than ever, the need to create interdisciplinary team cohesion.

FastReactPlan (previously known as Align) helps us to create new epistemologies in terms of effective production processes in both textile and beyond, by accelerating the assets to reach their full commercial potential and increasing the ability to cater to special customer requirements.

This effectively translates to producing fabrics at high speed of suitable quality, enabling competitive production of special textiles and elegant clothing.



Dr. Austin Au
Chief Executive Officer
Ocean Lanka Pvt Ltd.

ROI



20%

PRODUCTIVITY UP



23%

CAPACITY INCREASED



DURING A PERIOD OF HIGH GROWTH

ON-TIME DELIVERY MAINTAINED

