GERBER ACCUMARK

A fully integrated suite of CAD software applications, from concept to completion

LECTRA

Fashion's new hierarchy

A few years ago, the fashion industry's top companies set the season's hottest trends, but that's no longer the case. Thanks to the rise of online shopping and social media, **consumers are now leading the conversations around trends, production ethics, and the overall buying experience.** This brought about major challenges that brands, retailers and manufacturers need to overcome in order to survive.

So what do consumers want?

SUSTAINABLE PRODUCTS

The fashion industry is one of the biggest contributors to waste and consumers have had enough, with 75% of consumers saying that sustainability is very or extremely important. To remain competitive, companies need to be able to reduce their environmental footprint AND keep their costs low.

QUICK TURNAROUND TIME

Trends can change at the drop of a hat and long lead times will incite consumers to go elsewhere. They also want their shopping experiences to be quick and easy, opting to buy from direct-to-consumer businesses and e-commerce platforms. To keep consumers happy, you must reduce lead times from weeks and months to hours and days.

PERSONALIZED PRODUCTS THAT SHOWCASE THEIR INDIVIDUALITY

Consumers do not want just any product, they want something that is going to reflect their own unique styles and is inclusive, in terms of sizes, body shapes, gender and special needs. With the rise of personalization, many fashion companies are now required to have two co-existing workflows: one for personalization and another mass production.

SOMETHING DIFFERENT

With the rise of online shopping, direct-to-consumer platforms, and live-stream selling via social media, consumers have thousands of options to choose from, so you need to stand out and be agile by offering a one-of-a-kind experience that they cannot get anywhere else.

The need to deliver more while compromising less

Fashion companies must now develop collections at record pace to meet new consumer expectations. But they have to do so without sacrificing fit, quality and profitability. It's a fine balance. To stand out from the competition and continue exciting their consumers, **they should offer more unique styles and variety. They must meet demand by developing smaller and more frequent collections** to avoid costly inventory and discounts, reduce lead times and environmental impact.

> *"The ability to develop 3D production-ready samples, with the correct fit and cost estimation, has allowed me to reduce the number of physical samples I have to make from 20 to five, saving me about 75% of product development time."*
>
> **DARREN BEAMAN,**
> Adrian Jules Custom Clothier

EFFICIENT

What is **GERBER ACCUMARK** ?

Gerber AccuMark is a **2D/3D digital patternmaking software that simplifies the design process.** Its robust set of features and automated functionality are designed to work with your existing tools and processes. It integrates with the next-generation cloud-based PLM solution, YuniquePLM — gathering and storing all your data in one place—to enable fashion companies to develop collections with the perfect fit, at the right time.

Gerber AccuMark 3D works seamlessly with your 2D patterns and streamlines the product development process through easy-to-use functions, including the ability to place and edit images directly in the 3D workspace. It delivers **true-to-life virtual samples to ensure faster fit validation, generating styles that are ready for production**, to meet today's direct-to-consumer business challenges.

Take your productivity to the next level by combining Gerber AccuMark with this full suite of integrated solutions

This subscription-based integrated platform includes the latest in 2D and 3D CAD as well as powerful nesting and cut planning solutions that allow you to accomplish more than you ever thought possible. It is equipped with several integrations and automated processes that help:

- Accelerate your time to market
- Improve efficiency
- Maintain data integrity
- Reduce waste

Solutions include:

GERBER ACCUNEST

This high-efficiency nesting solution can simulate costs and generate production markers based on precise calculations. It analyzes multiple nesting scenarios and delivers the one with the highest material utilization rate, improving efficiency, profitability and reducing material waste. You can also opt for Flex Offer by Lectra as a cloud-based alternative.

GERBER MADE-TO-MEASURE

You can produce customized clothing quickly through automation with this made-to-order solution. It can generate patterns with measurements from any source, be it a traditional tape measure or high-tech body scanner.
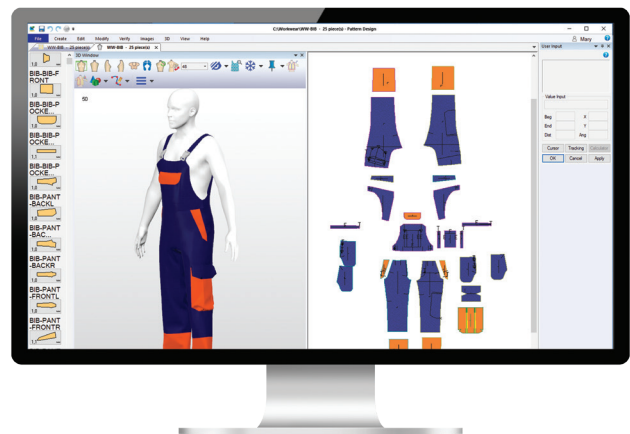
GERBER ACCUSCAN

This digitizing software makes inputting multiple patterns into AccuMark easier and faster than doing the same manually, thanks to high-quality conversion of digital camera images.

GERBER ACCUPLAN

Gerber's sophisticated spread and cut planning software gives you more control over production through a set of tools that help plan multiple cut work orders and report fabric consumption. AccuPlan easily tracks multiple orders from CAD to the cutting room through a digital ticketing system.

Services 4.0

We provide all the support and guidance our customers need to make the most of their Lectra solutions and equipment. Our training and technical support programs are developed based on our 40 years of experience working with renowned fashion companies around the world.

With advanced services, expertise, data analysis, and comprehensive technical support, **we ensure that our solutions are fully adopted and used in an optimal way to help our customers achieve their objectives**, with the best possible experience.

"The quality of their technology and customer care services has always been premium and thanks to them, we've managed to take our first steps towards Industry 4.0."

LI SHUANGRUI
Vice President, Tongtai Infant Finery Co., Ltd

IN-DEPTH KNOWLEDGE

Digital resources and face-to-face training sessions enable you to set and accomplish your learning goals at every stage of the Gerber AccuMark implementation and deployment process. Our training methodology is designed to guide you with quick wins and practical steps, which enables you to gain independence quickly.

CONTINUOUS INNOVATION

The full AccuMark family suite of products continually provides value to customers with biannual software improvements and new feature releases. Work with us regularly to establish an optimal mode of operation based on best practices.

Stay ahead of the curve with advanced patternmaking technology
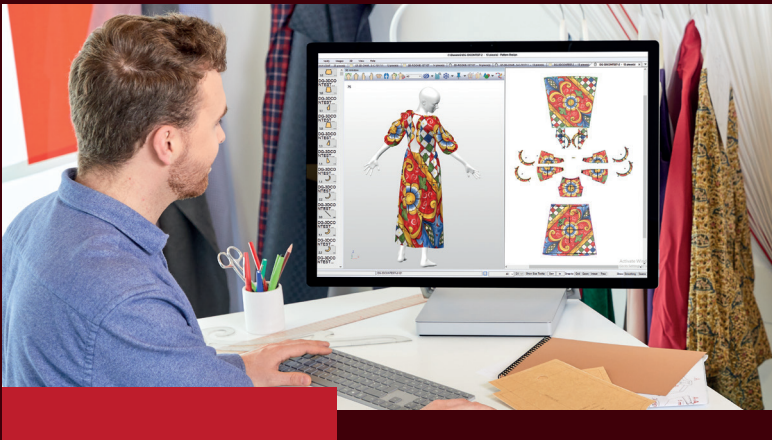
Increased speed to market

- **Automate pattern creation and modification** for all pieces of the same garment at once with Gerber AccuMark macro technology.

- **Grade patterns efficiently** using dynamic measurement charts and advanced grading tools for extended, and complex size ranges and systems.

- **Use advanced and specialized devices** like folds, darts, fullness and corner tools to speed up complex patternmaking.

- **Place, grade and substitute images** on patterns with a built-in printing functionality.

- **Import orders and automatically nest**, plot, cut, and create digital print files and reports.

- **Simplify digital printing** with the ability to customize multiple colorways for one model. Update artwork changes across multiple models with a linked image library and image replacement to get your products to market in no time.

Maximum profitability

- **Cut down your number of physical samples** by up to 50% with virtual prototyping.

- **Reduce inventory waste** by enabling merchandisers to share virtual samples.

- **Easily copy measure charts** from one style to another and maintain accurate costing.

Efficient collection development process

- **Boost fit review efficiency** with state-of-the-art 3D prototyping tools.

- **Develop high-quality 3D prototypes** by choosing from vast libraries of materials, colors, and configurable and imported mannequins.

- **Create photo-realistic renders** for your 3D prototypes thanks to Gerber AccuMark's compatibility with third-party 3D solutions.

- **Co-develop products** with consumers, leveraging digital prototypes and small 360°-video files.

- Integrate this solution with YuniquePLM to collaborate more efficiently, without making any errors.

Optimal quality and fit

- **Manage shrinkage and stretching** for all fabric types, including denim and knitted pattern pieces.

- **Control and adjust your fit quickly** thanks to an automated two-way sync between 2D and 3D.

- **Get adequate knowledge** from Lectra Professional services to achieve optimal performance with Gerber AccuMark.

Transform your ideas into production-ready samples with these features
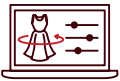
3D VISUALIZATION

Visualize multiple garments in the 3D workspace with colorway variations.

INTEROPERABILITY

Import MDL/Data Conversion Utility to improve collaboration between brands and suppliers. Its data interoperability supports multidimensional grade and matching between AccuMark and Modaris pattern files.

OPTIMIZED CUT FILES

Quality CAD data drives efficient cutting. Send accurate and efficient cut files directly to the cutter, with minimal edits, by allowing the AccuMark CAD pattern files to embed the new 'optimized cut small first' option. These features reduce the dry haul, improve the cut speed and overall cut accuracy.

TIME PLAN

Manage, plan and track cutting jobs in the cutting room with the new Time Plan in Gerber AccuPlan Explorer.

LECTRA

Lectra offers the expertise, technology and industry knowledge to support you, starting with the definition of a solution suited to your needs and throughout the life of your cutting room, from implementation to support and process optimization.

We pioneer. You lead.

● Subsidiaries   Call centers

International advanced technology centers
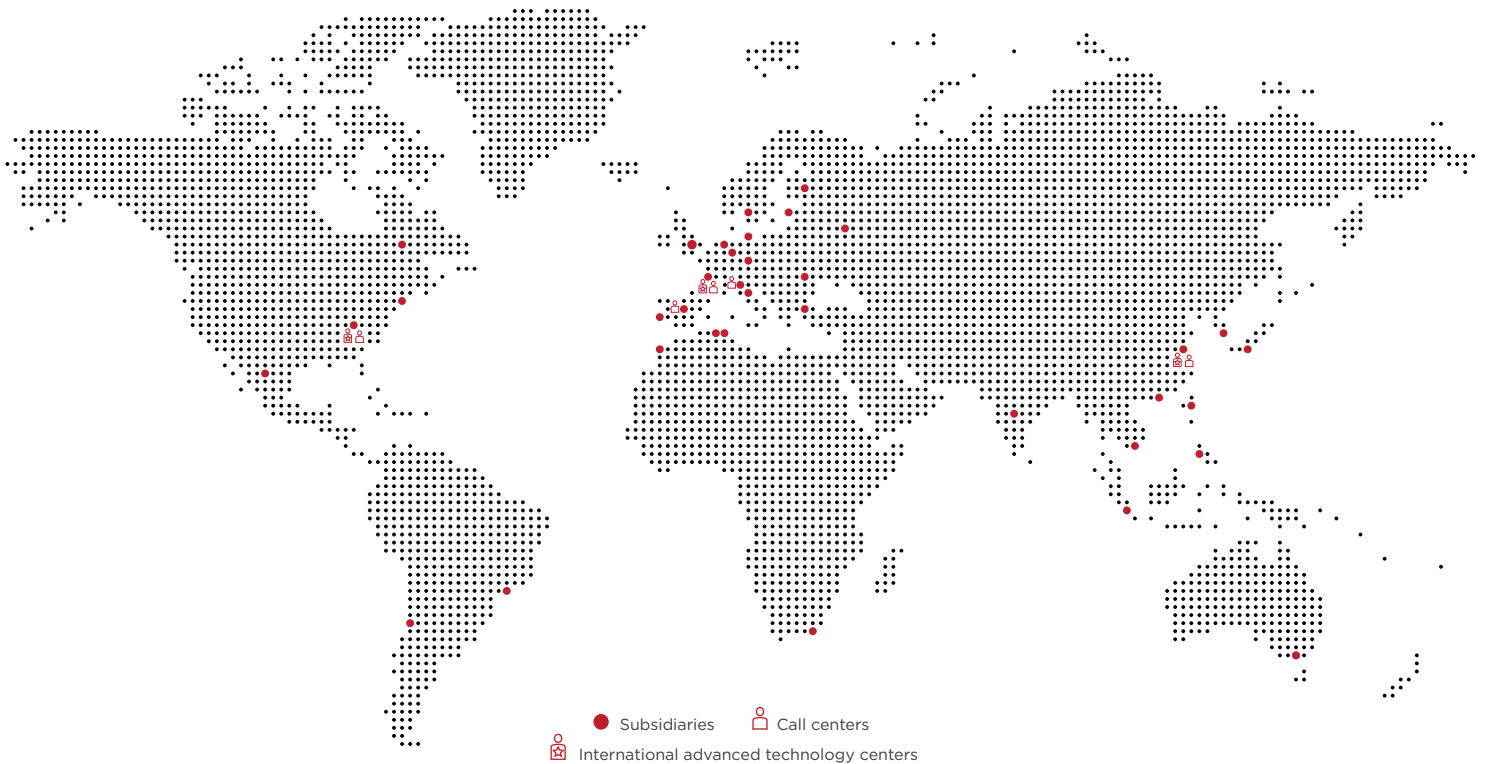
About Lectra

As a major player in the fashion, automotive and furniture markets, Lectra contributes to the Industry 4.0 revolution with boldness and passion by providing best-in-class technologies.

The group offers industrial intelligence solutions - software, equipment, data and services - that facilitate the digital transformation of the companies it serves. In doing so, Lectra helps its customers push boundaries and unlock their potential. The group is proud to state that its 2,400 employees are driven by three core values: being open-minded thinkers, trusted partners and passionate innovators.

For more information, please visit **lectra.com**

in   ▶   f