TEXDATA

Sustaining rapid growth in a challenging environment

CUSTOMER STORY

LECTRA

TEXDATA

Romanian fashion company, Texdata SRL, maintains growth with Lectra technology solutions despite the impacts of COVID-19.

Discover how Texdata is succeeding to:

- **Shorten manufacturing lead time** by nearly 67%
- **Reduce material consumption** by 4% and cutting room costs by 15%
- **Achieve 5% growth in business** despite the disruption caused by COVID-19

Lectra Solutions

OPTIPLAN® **VECTOR**®

MODARIS Expert

Challenge

Texdata provides integrated services for the textile industry fulfilling critical tasks towards the completion of mid and high-end fashion garments. **The company provides their expertise in technical documentation, design, sourcing, and quality control**.

The economic effects of the COVID-19 pandemic on the fashion industry is forcing Texdata to find innovative ways, within a cost-cutting environment, of **maximizing productivity without compromising on the high quality and sustainability expectations of their customers**. The crisis is challenging Texdata to always be prepared for new opportunities and to orient its production for greater speed, flexibility, and growth.

Solution

Texdata chose Lectra to digitize their cutting room and to train their employees in the use of fashion technology. Lectra is happy to partner with Texdata and complement their production know-how with our premium solutions and technologies to strengthen their sustainability initiatives, accelerate their assembly time and produce cost efficient small series garments with ease.

Results

Lectra solutions and expertise enable Texdata to integrate their pattern and cutting room planning operations to **shorten their manufacturing lead time by nearly 67%** to enable the company to increase productivity and maintain growth despite Covid-19 uncertainty.

> *"Our ability to send an order to production faster than before means we are delivering products to market quicker and also reducing energy and resource consumption. This is good because we are targeting to be as green as possible to meet the sustainability requirements of our customers and to lessen the impact that our factories have on the environment."*
>
> **Liviu Solomon**
> CEO, Texdata

Lectra cutting-room optimization technology is helping Texdata to accelerate their production process and achieve positive sustainability outcomes while lowering their operational costs.

LECTRA®

Created in 2002 as a family business, Texdata is highly regarded in the textile and garment industry in Romania. The company started by offering technical services to assist regional companies with design and pre-production services and quickly expanded to produce, in-house, in short-to-medium production runs, the full range of women's and men's collection pieces.

Texdata approached the challenge of growing its business by investing early in digital technology. The company relies on innovation and flexibility to optimize its production processes and enhance its ability to work with higher-end brands. Business is growing for Texdata because digital technology enables the company to meet the demands of a-list clients: full transparency, rapid communication, and unique, made-to-measure, products.

01

BIG FASHION PLAYERS ARE CHOOSING TRANSPARENCY AND SUSTAINABILITY

"To win contracts with high-end brands, and grow your business your company must be transparent, every aspect of your company, the entire package. You have to respect high-standards and be able to work in partnership, a real partnership, with them. Many big brands will require their suppliers to join the **Higg Index online platform**. Texdata was an early participant on this platform, uploading data about our sustainability, social, and environmental performance because we understood that respected brands require transparency and sustainability."

Lectra technology empowers fashion executives with performance data to make resource optimization and waste reduction easier.

Texdata reduced their material consumption by 4% and cutting room costs by 15% thanks to the efficiency gains achieved with Lectra's Optiplan and Vector cutting solution for apparel manufacturing.

02

REPUTABLE CLIENTS NEED INFORMATION TO ARRIVE FAST

"If you are not using digital technology you can't approach good companies, companies working at a level where you can expand your business. If you can't receive a pattern in a digital format and communicate with your client instantaneously, making fittings online and returning the mockup immediately, your company won't survive.

Texdata achieved a 5% increase in business despite the eruption of the COVID crisis. Fashion companies need digital capabilities if they want to grow. **You can't survive today without investing in digital technology**.

During our third expansion, we invested in a complete Lectra solution package, adding new **Modaris Expert and 3D** licenses and the latest industry 4.0 technology embedded in the multi-ply cutting machine. The goal was to integrate the pattern and cutting room to fast-track our production process. We shortened the time in the pattern room by gaining the ability to make patterns directly on the computer. Now we can exchange information with our clients in **real-time**, online, using digital patterns created by our Lectra software."

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03

THE FLEXIBILITY OF ON DEMAND PRODUCTION IS VITAL TO WINNING NEW BUSINESS

"At Texdata we started producing made to measure garments in 2006. This experience opened us up to new possibilities and shaped our mentality for innovation and flexibility. On demand production is now, more and more, a revenue generator. If a company can produce made to measure garments, it can approach any brand in the world. If a company can provide custom products, it can easily provide high-end products."

"Made to measure is a way to develop endless opportunities and if you can do this, you can handle every challenge in the world."

Liviu Solomon
CEO, Texdata

ABOUT US

Get closer to the end-customer. Our solutions bring together the fashion industry software, hardware, services and data you need to put the right product in the hands of the right person, at the right time. Our solutions talk to each other and cover the complete process — from ideation to point of sale — to connect every actor in the fashion value chain.

LEARN MORE

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