# OPTITEX

# SUSTAINABLE PRODUCT DEVELOPMENT WITH 3D

Embracing digital manufacturing processes – from design to production

**ELCATEX**

## AT A GLANCE

**COMPANY**: ELCATEX GROUP
**LOCATION**: CHOLOMA, HONDURAS
www.elcatex.com

Located in Honduras, Elcatex Group is a prominent textile manufacturer with over 30 years of experience in producing high-quality cotton and polyester garments for leading US brands, including SanMar, JC Penney, Nordstrom, Dillard's, and Target. The Elcatex product line offers an extensive range of t-shirts, synthetics, outerwear, underwear, and medical apparel. With over 12,000 employees, and a state-of-the-art manufacturing facility, the company prides itself in maintaining sustainable, environmentally friendly best practices by producing its own green energy, and water-saving technologies, many of which have been developed in-house, and patented.

## THE MEETING POINT FOR INNOVATION, SUSTAINABILITY, & ALL THINGS TECH

Established over three decades ago in Choloma, Honduras, the Elcatex Group has earned its reputation as a leading apparel manufacturer for some of the largest US retail chains, the likes of Dickies, SanMar, JC Penney, Nordstrom, Dillard's, Target, and others. Elcatex's extensive high-quality cotton, polyester, knitted, and woven garments include t-shirts, synthetics, outerwear, underwear, and professional apparel for the medical industry.

Elcatex is strongly committed to "green" manufacturing processes, powered by solar, biogas, and biomass. Its innovative water-saving processes rank Elcatex in the world's top five textile manufacturers, cited for consuming 10X less water as compared to the industry average. RETHINK, its sister company, produces eco-friendly chemical products and innovative processes that significantly reduce the use of resources, such as chemicals, water, electricity, and steam during dyeing and finishing.



Elcatex is backed by a strong corporate culture that thrives on continuous enhancements, innovative processes, products, and services to maximize the value for its customers. "We are a company that strives to be in the forefront of technology," said Jesus Emilio Canahuati, Textile Projects and Engineering Manager at Elcatex. "This means we go the extra mile to continuously onboard new product innovations, and develop our own technologies in-house."

**GUILLERMO COPLAN** / **ADMINISTRATIVE PRODUCT DEVELOPMENT MANAGER**

*"Optitex was the only 3D software that delivered a complete end-to-end solution to support our product development cycle – from concept and design, straight to the production floor."*

## THE MISSING LINK: POWERFUL 3D TOOLS

For Guillermo Coplan, Administrative Product Development Manager at Elcatex, maintaining a competitive edge meant keeping up with global technology trends, namely, advanced 3D processes. The message was clear – quickly adopting 3D processes would serve Elcatex in both the short and long-term, by powering its workflows, and save dramatically on time, resources, costs, and reduce material waste. "We witnessed our industry embrace digital transformation, and the growing need for 3D digital tools to optimize our development process," said Coplan. "Our goal was to reduce end-product costs for our customers by integrating 3D modeling into our processes. Some of our customers were already using 3D in their product lifecycle, and we sought to expand its deployment for all of our customers. The time for 3D, was now!"



After evaluating several 3D solution vendors, the Elcatex team were 'sold' on Optitex from the start. "Optitex was the only 3D software that delivered a complete design-to-production solution to support our product development cycle – from concept and design, straight to the production floor," added Coplan. "Our decision to go with Optitex was easy, and their many reference customers who had already successfully integrated Optitex into their processes, helped us seal the deal."

## OPTITEX 3D TAKES CENTER STAGE

Optitex Pattern Design Software (PDS) 3D design-to-production software quickly proved to be the right solution for Elcatex, with its rich suite of products to design, develop, and produce 3D digital garments that fit, and in turn, accelerate

production processes, and support sustainability by reducing costs and material waste. We asked Katherine Jhonson, Elcatex's 3D Operations Manager about her interaction with the Optitex team, and her initial experience with PDS 3D. "From the very start, we could not have asked for a better, more responsive partner," said Jhonson. "The team's expertise, openness, and close collaboration during the training period, system onboarding, and implementation, was second to none. With Optitex, we know we can exchange ideas, suggest improvements, and together, achieve our goals – and that's good business!"

"As for the software, we are still in the process of integrating Optitex 3D into our development process with all of our customers, however, we identified the great potential of saving valuable time in our sample approval process. Instead of sending physical samples for every iteration, we're now working with 3D digital samples generated in Optitex PDS 3D, until our customers are 100% satisfied with the results." Jhonson added, "We still send some physical samples for final approval, but with Optitex, we've significantly reduced the number of physical ones, saving us both time and money across the board."



The Elcatex team especially enjoys the value-added benefits Optitex O/Cloud, fast and easy 3D collaboration, from concept to production, over the cloud. This means that Elca-

tex designers and patternmakers can manage their end-to-end development process, including online digital fitting sessions, by conveniently sharing a virtual workplace with teams and in particular, with customers, in a high-quality 3D environment. "This is where Optitex excels," added Jhonson. "Especially today, with remote working, 3D collaboration over the cloud helps us maintain our business continuity, by powering our operational processes, and enables us to easily and quickly communicate with all stakeholders in our supply chain."





**KATHERINE JHONSON  /  3D OPERATIONS MANAGER**

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## TOMORROW'S 3D: WHAT THE FUTURE HOLDS

For Elcatex, the future is bright, and the future of 3D, even more so. As a recognized leader in the textile manufacturing industry, Elcatex continues to expand its operations, with plans to open its second facility with state-of-the-art technology and processes supported by Optitex 3D tools. "We know that the future is 3D, and that our future includes Optitex," said Coplan. "Further down the road, we envision an integrated development process on a single 3D platform, supported by Optitex. It will seamlessly integrate conceptualization, design, patternmaking, collaboration with teams and stakeholders, production planning, and eventually, virtual marketing. We know that Optitex is with us every step of the way, when will we be able to show our customers their garment designs in virtual sales and marketing presentations, all in 3D."

## ABOUT OPTITEX

Optitex is a global software provider of integrated 2D-3D computer-aided design (CAD) solutions for fashion & apparel, automotive, upholstery and industrial fabrics. Our solutions digitally streamline design, development and production throughout the supply chain, enabling efficient workflows and quick response to market demands. Optitex offer brands, retailers and manufacturers a one-vendor solution for delivering high-quality products on demand and on budget. Backed by over three decades of experience and a growing base of 30,000 users, our innovative solutions are highly accurate, sustainable and cost-effective. To learn more about Optitex, visit www.optitex.com.

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