

OPTITEX



POWERING SUSTAINABLE PROCESSES

Turning fast fashion into 'smart' fashion
with 3D digital tools

AT A GLANCE

COMPANY: ATHOS PALLAS

LOCATION: THESSALONIKI, GREECE

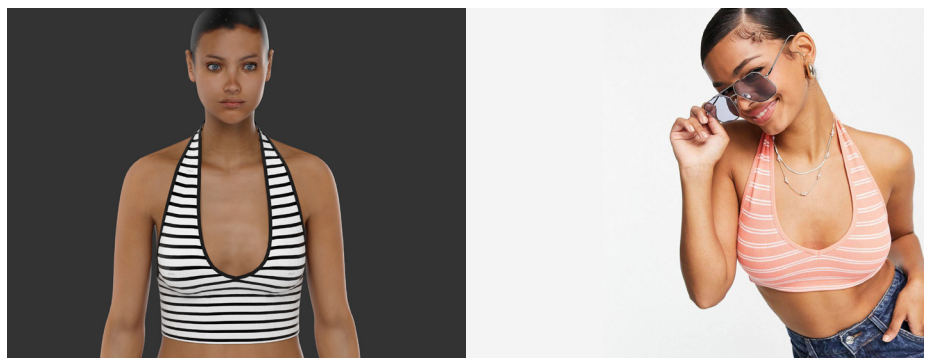
www.athospallas.gr

A leading textile manufacturer, Athos Pallas delivers eco-friendly solutions for some of the world's leading brands, with an exclusive collection of jersey and woven garments for men, women, and children. Innovative production processes, powered by advanced digital technology and dedicated teams, ensure quality garments on every run, on time, and on budget. For Athos Pallas, their mission is clear – to achieve excellence at every stage of the product lifecycle, backed by a strong commitment to eco-friendly workflows, human rights, and global ethical standards, with “quality before quantity.”

CREATING A SOLID FOUNDATION – BUILT TO LAST

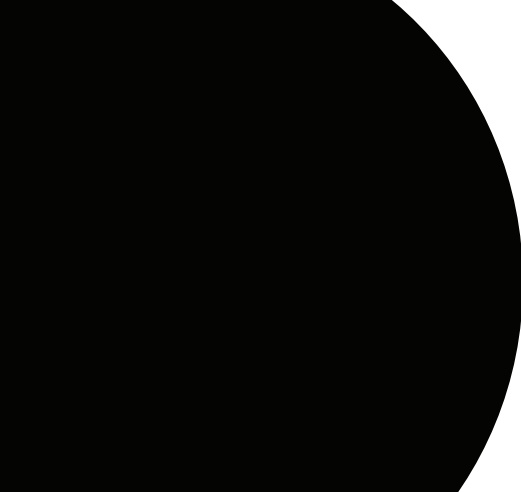
In 2008, when Greece faced an unprecedented financial crisis, thanks to its business model, renown textile manufacturer, Athos Pallas – survived. The company is driven by respect for its employees, transparency, and teamwork. Today, Athos Pallas attributes its success to its broad global partner ecosystem, from Bulgaria, Turkey, and Albania, to Northern Macedonia, and Greece. From producing millions of garments every year, to managing its strong partner network and end customers, the company is deeply committed to sustainable processes, and continues to invest in digital technologies to maintain eco-friendly business models.

Faced with yet another crisis, the pandemic, Athos Pallas were quick to respond. They knew that by maintaining business continuity, they could meet virtually any challenge. With the help of long-time technology partner, Optitex, they were able to onboard Optitex's 3D digital tools to power their workflows, from design to production, without missing a beat. With the support of Optitex's implementation team, Athos Pallas successfully integrated Optitex's 2D and 3D solutions into their design workflows.



MARIA KARAMPA / SOURCING & ETHICAL MANAGER AT ATHOS PALLAS

“Our valued customer, ASOS, the immensely popular e-commerce platform, invited some of its key suppliers, including our company, to adopt Optitex – and the experts at Optitex did the rest!”



BRIDGING THE DIGITAL DIVIDE

Today, most of the company's creative process, the actual design, information sharing, and collaboration, is done using Optitex 3D. For Athos Pallas, the adoption of 3D technologies is a long-term commitment, irrespective of the pandemic. "In 2020, the pandemic changed all the paradigms. We had a major halt in production with the postponement of orders for more than half a million products," said Maria Karampa, Sourcing & Ethical Manager at Athos Pallas.

Athos Pallas were able to survive the crisis with the help of Optitex 3D tools. Although already in the planning stage, to meet the many challenges of the pandemic, the company accelerated its digital transformation program, by quickly transitioning to 3D processes. This decision was not only fueled by market disruptions. It was also recommended by the company's valued customer, leading e-commerce platform, ASOS, who encouraged Athos Pallas to integrate Optitex 3D.

develop a new design in just two days! Plus, a key customer for whom we produce millions of garments every year, reported a significant improvement in garment fit. Over the last eight years, we've managed to achieve a first-time fit success rate of more than 91% working with Optitex 2D, and reduced the number of physical garments required. Today, we only need a single prototype – and this means more sustainable processes."

Integrating 3D tools into their design workflows also helped Athos Pallas respond quickly to requests from prospective customers, by providing 3D images instead of physical prototypes. "We saved valuable time, and reduced material waste," said Karampa. "Developing our collections with Optitex 3D has worked remarkably well. We used to send 3-4 prototypes to each production site, and today, we've eliminated them altogether. It's still a work in progress, but so far, we've made significant improvements."



POWERING SUSTAINABLE PROCESSES

Today, Athos Pallas and their customers share design information via a dedicated Optitex platform. With Optitex PDS 2D/3D software, the design team can begin working on customers' design requests, and then easily share their designs with other stakeholders in the supply chain. "With Optitex 3D, it's easy to reuse existing models, and just rework them. This really accelerates our development of new designs," said Karampa. Karampa added, "We've also seen good progress on lead times, reducing them by 50%, which is great. We can now



TRACEABILITY & ECO-FRIENDLY GO HAND-IN-HAND

The traceability of raw materials used to produce a garment, is a hot topic at Athos Pallas. Greece are leading cotton growers, and account for more than 80% of Europe's cotton exports. While Greek cotton is 100% natural, some designers require other components to be added to the cotton to support coloration or durability. But for Athos Pallas, all of their materials contain at least 70% of sustainable Greek cotton, while the remaining 30% is made from other sustainable materials.

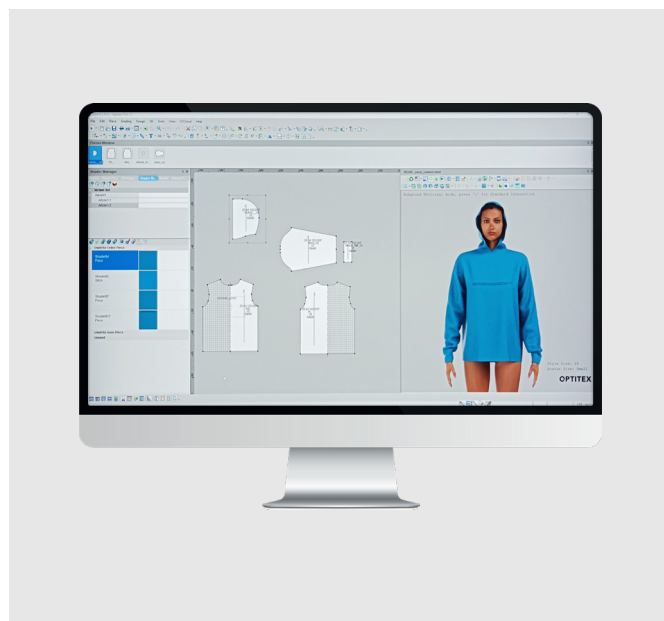


When it comes to sustainability and traceability, working with fast fashion retailers can be a real challenge. But Athos Pallas, in cooperation with leading German chemical company - BASF Agricultural Chemistry and Solutions, has managed to beat the odds. Partnering with BASF, Athos Pallas promotes high-quality Greek cotton that is fully traceable and transparent, from seed, to finished garment. Today, the two companies work together to help lower the carbon footprint related to cotton transport. Significant fuel savings and reduced carbon emissions are achieved by only working with cotton farmers where the distance between the supplier and the production plant does not exceed 250 km.

Powered by Optitex tools, Athos Pallas now showcases its 3D digital collections to leading retailers in Northern Europe, namely Denmark, Sweden, and Belgium, where retailers are more open to the idea of digital processes. “Unfortunately, some large retailers still choose price over sustainable options,” said Karampa. “This only makes us more determined to work harder, and work smarter, and to do it with Optitex.”

TOMORROW'S 3D: WHAT THE FUTURE HOLDS

The team at Athos Pallas are excited about the future, and they envision that future with Optitex. “We are still living in challenging times,” said Karampa. “We survived, not once, but twice, and it was all because of our close partnership with Optitex, where we were given the 3D tools we needed, when we needed them most. What we appreciate most, is Optitex's willingness to help, to really listen to its customers. This is the underlying power of Optitex. It's not just the technology, it's the people who stand proudly behind it.”



ABOUT OPTITEX

Optitex is a global software provider of integrated 2D-3D CAD solutions for fashion and apparel, transportation seating and interior, and furniture upholstery. Our solutions digitally streamline design, development and production throughout the supply chain, enabling efficient workflows and quick response to market demands. Optitex offers 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.