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TRUE 3D VISION: DESIGN, DEVELOP AND PRODUCE ON-DEMAND



GEFF

AT A GLANCE

COMPANY: GEFF

LOCATION: MADRID, SPAIN

WWW.GEFFSPORT.COM

Established in 2010 and headquartered in Madrid, today, GEFF is a leading manufacturer of personalized teamwear in Europe. With offices and distribution centres in Europe, USA and Australia, GEFF is recognized for its unique digital print technology that results in high-quality personalized fabric products.

PROFITABLE, SUSTAINABLE, ON-DEMAND: THE FUTURE OF SPORTSWEAR

A leading manufacturer of custom sublimation printed teamwear, GEFF was founded in 2010 by Fabian Muller, a former professional volleyball player. Combining his passion and knowledge of sports and textiles, with GEFF, Fabian aspired to take over the teamwear market with a truly revolutionary offering – less than 15 business days from order to delivery of original sportswear design, created on-demand.

To date, GEFF has achieved average annual growth of 30 percent, a result of its uniquely flexible and innovative approach to design and production. The company attributes its success to superior digital print technology – cutting-edge systems that support the management, design, layout, and digital print of each and every quality GEFF product.

In a world where virtually everything is going digital, it only makes sense that designing, developing and producing sportswear and general fashion items would go completely digital as well. “We knew if we wanted to keep pace with this fast-changing market, we had to go digital – and fast,” comments Muller. “But that meant finding the right digital solutions partner to get us on track and more importantly, keep us there.”

ON-DEMAND, ON TIME AND ON BUDGET

“In our business, time is always of the essence,” says Muller. “We knew that to get ahead of the competition, we needed cutting-edge digital tools that could support our on-demand manufacturing needs – including on time and on budget.”

When Muller realized that GEFF’s competitors couldn’t meet their delivery dates, his ambitious vision of on-demand production, less than 15 business days for delivery, was born.

But an accelerated development and production process of this magnitude could only be achieved with advanced technology. For GEFF, digital printing significantly sped up the production process. This meant that GEFF could produce 5,000 pieces per day based on a large stock of cut pieces, printed and sewn to demand.

“In general fashion, long lead times between placing and receiving orders may not be critical and customers can be flexible about the color or cut of their garments,” comments Muller. “In sportswear, however, if a player is missing one item from their team kit, they can’t play. We’re offering production on-demand, using digital printing to speed up the process, and to supply superior teamwear manufactured in Europe, guaranteeing availability and quality.”

In 2017, GEFF successfully produced 250,000 pieces, which were shipped to customers across Europe, USA, New Zealand, and Israel.



WHERE 3D VISION MEETS REALITY

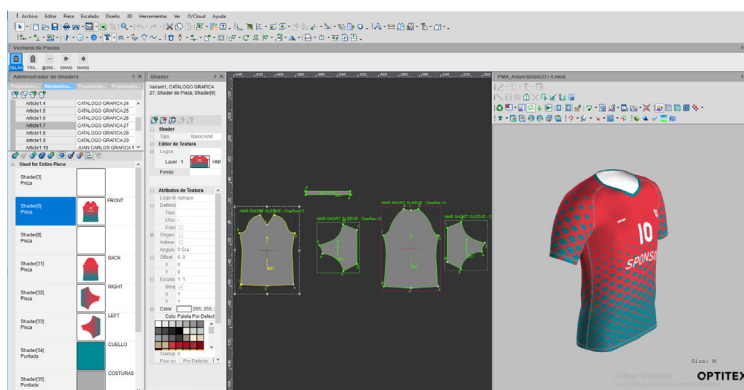
On-demand design and production can achieve a high level and wide range of creativity. However, as GEFf continued to design, develop and produce on-demand, many customers had difficulty envisioning the end product. They wanted to see color, size and fit, before reaching the production floor. To meet customer demands, GEFf's in-house software development team began building solutions for marketing, management, orders, and production, simultaneously – until they were introduced to EFI Optitex.

In January 2018, Muller took GEFf's product development to the next level by integrating EFI Optitex advanced digital tools into its production workflow. "With EFI Optitex, we can create unlimited 3D virtual samples in various shapes, sizes and colors, eliminating the need for physical samples," says Muller. "What's more, we can demo our products to prospects and customers, while implementing changes and adjustments, with a simple click of a button."

3D virtual samples do more than just marketing GEFf products. "There has been a move towards 3D across the entire teamwear market," comments Muller. "It's easy to use and it makes production faster, cost-effective, less labor intensive and more accurate. If, for example, you're designing a piece using 2D tools, you can't really tell how a design feature, such as stripes, will look in different sizes. When you incorporate 3D into your graphic design, you can actually 'see' it and make changes prior to production."

With EFI Optitex now an integral part of the company's design and manufacturing process, GEFf has honed its strengths in the industry, now able to focus on growing its business and expanding into new markets.

GEFF uses EFI Optitex in two key areas – product development and a digital catalog, where adjusting fit and making alterations, can be done in minutes, directly in the 3D software, eliminating the need for a live model. "We appreciate EFI Optitex's unmatched accuracy, and now design garments that fit perfectly, with adjustments made right in the software," says Muller. "Because we no longer require physical samples during development, we've reduced materials used and saved on costs, improving our bottom line."



"Since we started using EFI Optitex, we've witnessed tremendous improvements across the board. EFI Optitex has changed the way we work today, and well into the future," says Muller. "The EFI Optitex team quickly proved to be real partners – supportive, with great customer service, onboarding and implementation, and training our employees."

PROVEN DIGITAL PARTNERSHIP

GEFF is no ordinary brand. It has won the recognition of the global teamwear industry, and its continued success is attributed to EFI Optitex. In partnership with EFI Optitex, to date, GEFf have produced over 38,000 virtual samples – and are growing strong. Today, the company supplies quality teamwear to both professional and university athletic teams from 100-300 players, including volleyball, basketball, and rugby.

EFI Optitex is not only changing the pace at GEFf headquarters in Madrid, but is also deployed by GEFf's global network. 70 GEFf distributors benefit from EFI Optitex's seamless communications across GEFf's international supply chain, with quality teamwear delivered on every continent.