



OPTITEX

OPTITEX 3D SUITE KEEPS AMRIT EXPORTS AHEAD OF COMPETITORS



AT A GLANCE

COMPANY: AMRIT EXPORTS
LOCATION: INDIA
WWW.AMRITEXPORTS.COM

With 24 factories in Kolkata, India, Amrit Exports is one of the leading manufacturers of work wear clothing in the country. The company produces more than 250,000 garments each month in fabrics that include cotton, polyester cotton, polyester, nylon, acrylic, wool, Kevlar®, and antistatic.

Amrit Exports' rapid growth and success is due to its ability to innovate ahead of its competitors, says Mr. Anand Buchasia, Managing Director. "We always try to be very innovative with new ideas and technology, whether that's with new clothing designs, new ways to reduce manufacturing lead times, or solutions that improve collaboration with our buyers. This way of thinking keeps us always ahead of our competitors. We know we need to invest a lot and so that's what we do. We don't waste time. That's why once we came to know of Optitex and learned about its product, we immediately decided that it is a better solution - and we went for it." Using Optitex 3D Suite, Amrit Exports has cut costs and reduced the amount of samples created, while allowing them to get to customers faster and more efficiently.

"It is difficult for me to carry so many samples", Mr. Anil Buchasia, Sales & Marketing Director says, "I prefer having all of them on my iPad and showing them to customers virtually. I just carry one or two physical samples and swatches of samples, and show the virtual samples to customers. Offering that kind of convenience is what sets Amrit Exports apart."

A SUPERIOR CLIENT EXPERIENCE

"Virtual sampling is a very important service that we offer," Mr. Buchasia says. "If two companies make the same shirt, how much different can the price be? The difference in the price will be small. What makes the difference is the service. It's the same with any product."

With virtual sampling, Amrit Exports offers its clients a superior buying experience. "We can sit with the client in their office and have a phone call to our pattern maker. He can make the necessary changes on the virtual sample and immediately send it back by e-mail, and the 3D file can immediately be converted into a movie. It's like having a showroom in the client's office where the client can make changes to the garment on the spot."



Before garments can be sampled, their patterns must be created. This is where the work of three pattern makers, using Optitex 2D software come in. Once all the required files are graded, they are moved to the 3D "virtual room" where two operators create, on average, three Optitex 3D files a day. This includes the animation for virtual sampling.

Mr. Buchasia says Optitex is "far better" than any other solutions he evaluated. The other providers, "did not have features like Optitex," he says. Two standout features for him are the customization of avatars and virtual draping, which is "faster, easier to do, and provides much better looking results than any other competing solution we tried."

Virtual sampling is not only convenient, but it saves time and money. Thanks to the Optitex 3D Suite, Amrit Exports has cut their product development time by 30%. Furthermore, they also reduced their labor and materials costs by 30% for styles sampling.

A TOTALLY DIFFERENT CAD VENDOR

The same superior service Amrit Exports offers its own clients, is what they expect from their suppliers. "Optitex is totally different from any other CAD vendor," Mr. Buchasia says. "Optitex has support in Kolkata to assist us with everything - which our previous CAD software provider did not have."

With superior support and service given by Optitex, Mr. Buchasia says, Amrit Exports is able to stay ahead of its competitors.

ABOUT OPTITEX

Optitex empowers apparel and soft goods companies to revolutionize the way they develop, produce, and market their products. Optitex is the world's leading provider of an integrated 2D/3D software platform that enables customers to quickly create true-to-life 3D digital garments that inspire. Brands, retailers, and manufacturers can now view their collections in all styles and colors months earlier, and leverage digital garments to collaborate, market, and sell better than ever before. Since its founding in 1988, Optitex has worked to keep thousands of companies and tens of thousands of users at the forefront of technology, enabling them to greatly reduce their time to market and costs, and increase their competitive advantage.

