



OPTITEX

THE LINE UP FINDS HIGH-PERFORMANCE SUCCESS WITH OPTITEX PDS



AT A GLANCE

COMPANY: THE LINE UP
LOCATION: USA
WWW.THELINEUP.NET

The next time you watch a professional sports team in action, check out the cheerleaders. Most likely, their uniforms came from The Line Up, who focus on custom dance costumes and creative performance apparel. An Optitex customer, The Line Up also custom designs uniforms and costumes for NFL, NBA, NHL, MLB, soccer, cricket, lacrosse, area and semi-pro sports franchises worldwide.

The Line Up's owner and CEO, Deb Erickson, started the company in her home in 1989 after some of the trainers in her health club, who coached local sports teams, noticed her custom-made fitness wear and asked if she would create some for them. Today, her business employs over 30 people, including customers such as Houston Texans, Washington Wizards and Minnesota Vikings.

Prior to switching to Optitex, Deb was using another pattern design software. By moving to Optitex Pattern Design Software (PDS), she had the ability to link garment patterns to customer accounts, make fewer mistakes in patterns, and have the option to use the design software from any workstation.

"The biggest benefit since switching to Optitex," Deb says, "is managing account information better and faster. It's the ability to save information in a Windows platform so that we can merge pattern design data with our existing account management system without any additional time or effort."

BETTER ORGANIZATION

The Line Up searched for a software that would improve the pattern making process, especially organizing designs for customers. Before, finding pattern data was a timely and manual process, but because Optitex is in a Windows platform, the way The Line Up organizes their accounts has improved. "All we do is just save all that customer's data in that customer's folder," says Deb "All that electronic data is in one location. And we know where to find it and we know that a particular pattern was used in fact for a specific time frame for a specific account."



EASIER COLLABORATION

The Line Up often have customers requesting multiple garments, which can mean making up to five to ten patterns a day. When there are multiple pieces shared among the product development team, collaboration is key.

"Before, what would happen is that we'd have one license per computer. So, if I wanted to go in and fix a pattern or check someone else's work I'd have to get up from my desk and walk over to a workstation that was specifically licensed to run that patterning software," says Deb. "With Optitex, share a license among numerous computers. So, if I have a pattern maker say to me, 'Can you check this pattern?' I can open it on my workstation. That makes it easier for us to focused on pattern making, not running around from workstation to workstation."

This efficiency allows The Line Up to tailor its classic designs in four to eight weeks, and deliver custom designs in 12 to 18 weeks. It's high-performance apparel with a high-performance pattern design thanks to Optitex PDS.



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.

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