



efi | **OPTITEX**

BETTER COLLABORATION AROUND THE GLOBE



Leo & Nicole®

AT A GLANCE

COMPANY: TLB HOLDINGS, INC.
LOCATION: PLYMOUTH, MN
WWW.LEOANDNICOLE.COM

TLB Holdings, Inc. is a premier supplier of knitwear and sweaters for women, based in Minnesota. Founded in 2003, Tammy Boyd, founder and CEO, wanted to bring to the marketplace affordable, high-quality, and fashion-forward knit tops, sweaters and cardigans that reflect the versatility of the everyday woman. *"The internal strength and beauty of today's woman can only be enhanced by wearing stylish, well-made garments,"* says Tammy. *"Being true to herself inside and out allows her confidence to shine."*

For over three years, TLB Holdings have used Optitex solutions to communicate and work with their product and design teams around the globe. While their headquarters are based in Minnesota, they have team members in New York, LA, and vendors in Asia.

Since adopting the software, their design and product teams have collaborated more efficiently across time zones to share files and perfect fit before production, saving time and fabric. *"We can make instant changes and move forward,"* says Tammy Boyd, founder and CEO.

With pattern makers in LA and New York, and product and design in Minnesota and LA, the teams are spread out, meaning it can take time before decisions are made. Using the technology has accelerated the process for feedback and reduced the amount of cycles needed.

Even for factories, the technology is facilitating easier collaboration. *"We can send pattern files to the factories and communicate between Asia and Minnesota,"* says LJ Boyd, COO. *"It works no matter where you are."*

FROM PAPER TO DIGITAL

Until three years ago, the company was basically working from paper. Today, the company have all their knowledge in one system. Instead of dozens of spreadsheets, there is now one focal point where the whole organization can run.

Going digital has also reduced time spent on marking and grading by 30%. *"Now, our workers can do that all digitally,"* says LJ. *"They can be more productive, and focus on more valuable things like the product itself."*



INSTANT DESIGN MODIFICATIONS

Prior to Optitex, designers were spending a lot of time coming up with a library of patterns in sketches. Now, by building blocks, they have a starting point and approved pattern that the designers can begin to work with and maintain consistency. This has also led to a huge reduction in the number of physical prototypes and iterations needed as designers can finalize fit and modifications before sending to vendors.

"It's much easier to open up a file, look, and see the block come up with the pattern," says Tammy. "It certainly helps with the communication between the two pattern makers sitting in different cities to make decisions."



TAMMY BOYD
FOUNDER AND CEO

*"If I don't like the sample and I see it in 3D,
I can tweak it all virtually"*

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.