

PRESS RELEASE:

South American sports apparel leader Supertex accelerates its digitization journey with Coats Digital

Building on a partnership established in 2016, Supertex Group will obtain full visibility of its planning and production processes with FastReactPlan, as well as leveraging the local technology and industry expertise of Coats Digital's highly regarded Latin American team.

Coats Digital is thrilled to announce that leading sports apparel manufacturer **Supertex Group** will implement its FastReactPlan solution – deepening a strategic technology partnership that began in 2016 with the group's adoption of Coats Digital's GSDCost, the international standard for garment cost optimisation and sustainable manufacturing.

As the next step in a business-wide digitization journey, Supertex Group will deploy FastReactPlan, which leads the market in production planning, across its factories in Colombia and El Salvador – which together employ more than 5,000 people and produce 1.7 million units per month.



Founded 37 years ago and recognized for continually investing in technology and a highly qualified team, Supertex Group specialises in sports apparel, for brands like Adidas, Under Armour, Patagonia, and North Face.



To keep pace with the demands of its high-profile, international client base, Supertex has long recognised the importance of digitization. To improve its cost accuracy and standardise the sewing operation, Supertex implemented GSDCost in 2016.

When the time came to take the next step on its digitization journey, Supertex again turned to Coats Digital to help improve on-time delivery and provide greater visibility into the group's supply chain.

"In a very short time, digitization went from being a competitive advantage to being an indispensable requirement," said Eduardo Herrera, CEO of Supertex Group. "The implementation of an ambitious strategy of process modernisation will separate the winners from the losers in our industry."



The FastReactPlan project includes detailed planning of the 4 factories as well as the management of product and material development, which will allow Supertex to have global visibility of the full supply chain, identify potential problems in a timely manner and improve the performance in all its facilities.

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The highly intuitive nature of FastReactPlan, coupled with the ability to integrate different elements of the supply chain in a single solution, will enable us to make intelligent, informed decisions.

This partnership will also allow us to tap into the experience of the Coats Digital team, as well as its proven solutions, to help standardise our processes and to implement industry best practices.

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Daniel Herrera,
Projects Director,
Supertex.



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After being GSDCost users for some time, we are excited that Supertex continues to see Coats Digital as a strategic technology partner for the future.

With the implementation of FastReactPlan, and the continued engagement of our experts in the region, we are proud that Coats Digital can support the continued growth of Supertex Group through market-leading technology solutions and process excellence.

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Oscar Gonzalez, Coats Digital's
agent in Latin America.



This partnership also serves as a strong foothold in the Latin American market, where Coats Digital is already working with other leading manufacturers to support their digitization journeys and to reinforce their competitive status on the world stage.

For more information about the features and business benefits of FastReactPlan, or any of Coats Digital's supply chain solutions, visit: www.coatsdigital.com or email: marketing.coatsdigital@coats.com.

Additional Resources

- Learn more about **FastReactPlan**
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About Supertex

Supertex is a recognised global leader in sports apparel manufacturing, constantly investing in proven technologies to ensure the highest quality products, manufactured using a variety of processes, managed by highly qualified personnel with deep sewing expertise. To meet the demands of the global market and different customer needs, Supertex operates two manufacturing facilities in Colombia and two in El Salvador. To learn more, visit **supertexgroup.com**.

About Coats Digital

Coats Digital is the leading digital transformation partner for the fashion supply chain, powering sustainable processes and high value insights through connected technologies. We leverage deep industry and technology expertise to help brands and manufacturers optimise, connect and accelerate business critical processes from design and development to method-time-cost optimisation, production planning and control, fabric optimisation and shop floor execution. Used in over 3,000 factories globally, our unmatched end-to-end apparel, footwear and textile software and SaaS solutions improve agility, speed to market, efficiency, transparency and sustainability. Coats Digital - **transform with intelligence**. **coatsdigital.com**

Coats Digital is the software business of Coats Group, the world's leading industrial thread company and a trusted industry player.

About FastReactPlan

FastReactPlan is the market-leading apparel production planning software solution, supporting a faster, more reliable order confirmation process and production plan which is optimised for delivery, speed and efficiency.

The highly visual, flexible 'drag and drop' approach to planning allows effective master planning across multiple factories, as well as fast, detailed and accurate scheduling of manufacturing lines/machines. Critical pre-production activities and material requirements are dynamically driven by the latest plan on a LEAN 'just in time' basis, supporting the reduction of inventory and lead time.