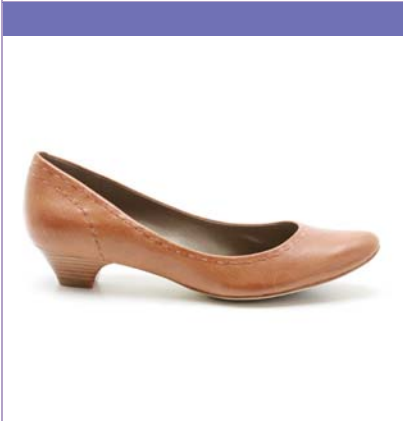


CUSTOMER SNAPSHOT



“We implemented Romans Cad as part of a move toward more collaborative development process, primarily for the control of our last data globally. Prior to using this software application, we often went through four or five variants of a last. The situation was compounded by the moving of our production to Brazil and China where differences in climate, temperature, and working methods between sites created accuracy problems. In Clarks we have traditionally used wood for all our last models which doesn’t travel well, and they were prone to distort in the differing climate—plus, each offshore last source was equipped differently. With Romans Cad, we are able to approve lasts quicker and then transfer them digitally the same day. Before, it took up to five days just to get a last to source, now we can have plastic lasts with the shoe factory within 24 hours.

Recently, the use of digital data coupled with a change in internal practices has resulted in a reduction of about 75% in the number of variants we produce. Where modifications are required for fit purposes they’re often much quicker to revise and resend.

The main benefit of Romans Cad 3D Last and Romans Cad Data Management is that we are able to group all our more recent last data into a centralized database. We currently store information on around 6,000 lasts with 100% accurate data which we can share with everyone involved in the product development cycle—from designers through to development engineers, mould makers and shoe factories.”

Neil Clarke

Unit and Collaborative Development Manager, Clarks (UK)

KEY HIGHLIGHTS

INDUSTRY: Footwear

CLARKS

MARKET

High-street footwear & accessories

CHALLENGE

Streamline and accelerate last development, secure data management processes for greater ease and accuracy

LECTRA SOLUTION

Romans Cad® 3D Last and Romans Cad Data Management

ENVIRONMENT

Footwear company looking to eliminate errors in an outsourcing business model and manage data

Clarks was established in 1825 by James and Cyrus Clark of Somerset, England. The first shoe produced was a hand-made sheepskin slipper. Since that time, Clarks has become a household name, synonymous with good quality, fashionable designs, and unbeatable comfort. The brand is known for producing footwear for men, women, and children that not only look great, but also feel good and fit well. To do this, the company blends advanced footwear technology with years of expertise.

While Clarks remains a family business with its HQ in Street, Somerset, where the company started, it is now very much a global operation. Selling more than 40 million pairs of shoes a year in over 50 countries, Clarks is now the world’s largest casual and smart shoe company. It is the number one for footwear in the UK and the fourth largest footwear company on the planet.

ABOUT LECTRA

Lectra is the world leader in integrated technology solutions that automate, streamline, and accelerate product design, development, and manufacturing processes for the soft goods industries. Lectra develops the most advanced specialized software and cutting systems and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags), aeronautical, marine, and furniture. Lectra serves 23,000 customers in more than 100 countries with 1,500 employees. The company is listed on Euronext Paris.

©: Romans Cad is a registered trademark of Stratégies SA.