



INDUSTRY: Fashion

ESQUIRE SAVES TIME AND INCREASES PRODUCTIVITY WITH CONSISTENT QUALITY STANDARDS THROUGH AN INTEGRATED SOLUTION

MARKET

Knitted garments - mainly tops for children, and women and men's wear

LOCATION

Bangladesh

CHALLENGE

Automate and streamline the production process. Develop more prototypes in less time, improve cutting accuracy, and increase productivity

BENEFITS

Faster product development by modifying existing style. Fast and accurate costing with automatic marker. Increased efficiency, enhancement in productivity with constant quality standards.

Esquire is a leading Bangladeshi knit garment manufacturer and exporter, specializing in children's tops, women's clothing and men's wear. They chose Lectra's CAD and cutting solutions when they sought to automate and streamline their production process. After a quick and effective implementation process, they have seen significant results: productivity has been increased. Lectra's CAD solution has helped them save time in developing prototypes, reduce costs, and ensure uniformity in cutting fabrics in different batches with constant quality standards. Esquire now enjoys the benefits of improved quality, faster development of patterns, greater cost control, and the automation of processes, which has led to savings in time and labor hours. Lectra's integrated solutions have enabled Esquire to meet their challenges more effectively and efficiently.

The challenge

Prior to the implementation of Lectra's CAD and cutting solutions, the time taken to develop samples was significantly too long, and costing was not accurate. The company had issues with fabric shrinkage due to manual spreading. They also experienced a lack of consistency between different cutting batches, which resulted in time being wasted on sewing operations on incorrect shapes and notches. Esquire challenged Lectra to streamline their production with an automated solution to increase efficiency, improve cutting accuracy, and enhance productivity.

The solution

After a thorough evaluation of Esquire's working methods and practical needs, Lectra's business and solutions experts advised the company to implement an automated, integrated solution including Modaris®, DiaminoFashion, Optiplan® V3, 4 Brio100 spreaders, and 2 Vector® automated cutting systems (installed in 2004 and 2008). Esquire is now able to achieve a cutting volume of 70,000 pieces per day, having optimized their industrial processes.

The process and results

"Lectra's CAD solutions and cutting room equipment integrated quickly into our planning and cutting process," said Ehsanul Habib, Esquire's Managing Director. "Our team was equipped with the solution and operating comfortably very swiftly," he added.

"We were really impressed with Modaris, for the development of patterns, and the Vector has been instrumental in helping us to overcome certain challenges by increasing our productivity and reducing costs without compromising quality."

A powerful CAD solution

"By deploying Lectra's Modaris solution for pattern-making, we have achieved faster product development by creating patterns 'on screen' from buyer's technical specs, without the need for paper patterns, and by modifying existing styles," said Habib.

For Esquire, the DiaminoFashion Expert automatic marker solution has proved to be the perfect tool for fast and accurate costing simulation. "Even with different width and size combinations, this system is extremely effective and enables us to make huge fabric savings through greater material consumption efficiency."

Vector: greater productivity, quality and fabric savings

The Vector automated cutting system has helped Esquire to meet its challenges in terms of greater productivity and enhanced cutting accuracy. "The speed of the Vector machine is extraordinary, especially with the latest model VectorFashion MX, which leaves practically no cutting gap between pieces."

"I am always particularly impressed when I see the Eclipse feature used," added Habib. The Eclipse function offers continuous cutting, even as the conveyor belt advances, which means the system operates at optimum efficiency, and no time or energy is wasted. "We have been able to direct labor hours elsewhere, and our costs have been drastically reduced. What's more, tension-free spreaders are really helping to save time and fabric, mainly with longer markers."

Excellent support

"The service and support we have received from Lectra have been excellent," said Habib. "We have appreciated timely support and professional approach of Lectra's local teams. We are extremely happy with the quality of the partnership we have developed with our technology partner, Lectra."

"Lectra's commitment to R&D investments means we can trust Lectra for long-term partnership. If we have to increase our production capacity again, we will definitely turn to Lectra for additional spreading and cutting solutions."

"We are now using technology in every sector of the company, and it has been fundamental to our success," Habib concluded.

Intelligent Cutting Room

Lectra's intelligent cutting room consists of a complete set of global solutions that enhance and optimize the cutting process. The intelligent cutting room is perfect for mass production as well as diversified production, and ensures speed to market. It can generate significant savings in industrial process time and fabric. Combining value-added software, high-performance cutting machines and specialized professional services, these comprehensive solutions ensure greater profitability without compromising quality. The intelligent cutting room offers a reliable solution and, coupled with Lectra's industry-specific services and industrial expertise, ensures customers benefit from maximum equipment up-time.



More about Esquire

Esquire group is a Bangladeshi manufacturer and exporter of apparel, specializing in knitted garments—mainly tops for children, women and men's wear.

They manufacture their own fabric and develop around 100 styles per quarter as per technical specification from the buyers. They export their production to European market. They have a production capacity of 1.7 million pieces per month.

In 2008 their turnover reached \$44 million, and they employ more than 5,000 people. They supply, among others, C&A, Zara, Mascot, Strauss, Esprit, BHS and Celio*.

ABOUT LECTRA

Lectra is the world leader in integrated technology solutions that automate, streamline, and accelerate product design, development, and manufacturing processes for industries using soft materials. 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), furniture, as well as a wide variety of other market sectors, such as the aeronautical and marine industries, wind power, personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,500 employees. The company is listed on Euronext Paris. For more information, please visit www.lectra.com.