



INDUSTRY: Fashion

JAY JAY MILLS ACHIEVES GREATER FLEXIBILITY AND OPTIMIZES ITS PROCESSES WITH LECTRA'S CUTTING ROOM SOLUTIONS

MARKET

Cotton knitwear and children's wear

LOCATION

Tirupur, India

CHALLENGE

Improve flexibility and productivity in plants.
Enhance management of orders and stock.

BENEFITS

Greater productivity, reduced downtime. Significant improvements in cutting room organization and efficiency, better marker planning for optimized fabric consumption.

Like many apparel companies, Jay Jay Mills is confronted with the growing trend toward greater customization, and is under pressure to control costs and shorten its lead times in order to remain competitive. To overcome these challenges, the company chose to invest in Lectra's pattern- and marker-making software, along with its cut order planning solution and automated cutting systems. This implementation was part of a drive to improve productivity and flexibility in its two knitting plants and three manufacturing plants in Tirupur and Colombo, Sri Lanka. Jay Jay Mills constantly seeks to incorporate the latest technology into its production processes.

Backed by the expertise of three generations of textile entrepreneurs, Jay Jay Mills manufactures high-quality knitted fabrics, household textiles and garments. Based in Tirupur, India, the company began in 1971 as a supplier of branded men's underwear to the domestic Indian market. Over the years it has evolved into one of India's leading exporters. Jay Jay Mills now specializes in the manufacture of cotton knitwear and focuses on apparel and household products for newborns, infants and toddlers. The company caters to reputed brands and retailers in both Europe and the US.

The challenge

Prior to the implementation of Lectra's solutions, Jay Jay Mills was facing significant challenges in cutting room planning: issues with excess fabrics—and indeed fabric shortages—at their warehouse and cutting productivity problems, due to lack of precise planning.

The solution

The challenges it faced led the company to begin working with Lectra in 2004. Today, it is equipped with a full line of Lectra technology, including Modaris®, DiaminoFashion, part of the Diamino range®, Optiplan®, the Alys® plotter, and the Vector® MH8.

The process and results

Jay Jay Mills found extensive help in managing its various challenges by adopting Lectra's integrated solution. Through the pattern-making solution, Modaris, they now create patterns quickly with minimal fabric wastage.

DiaminoFashion has helped the company to reduce the risk of error with automatic marker-making. This has resulted in an increase in efficiency levels and has allowed the company to achieve significant savings.

"Lectra's CAD solutions and cutting room equipment integrated smoothly into our planning and cutting process," says Mr. Jaichand, Company Director. "Our team was equipped with the solution and operating well very rapidly."

Optiplan: a true control tower

Optiplan has facilitated the management of Jay Jay Mills' ordering and fabric stocks by providing precise instructions at each step of the planning process. This has helped to optimize the use of CAD/CAM equipment and enabled the company to share information among multiple production sites.

"Optiplan has significantly improved the organization and efficiency of our cutting room operations. The solution has enabled us to reduce fabric consumption in marker planning," adds Jaichand.

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Lectra's Vector range: flexibility and productivity

The Vector automated cutting system has helped Jay Jay Mills overcome its challenges in terms of achieving greater productivity and enhanced cutting accuracy. The speed of the machines has impressed them. Their labour costs have been drastically reduced without any compromise on quality.

"The push-pull effect of having a strong cutting operation has increased the overall performance of our factories," says Jaichand.

Excellent support

Regularly scheduled preventive maintenance operations—an integral part of Lectra's service offer—have contributed to productivity improvements thereby allowing the company to reduce system downtime.

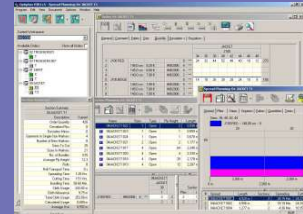
"We are extremely happy with the support received and the quality of the partnership we have built with Lectra. We are planning to maintain our success through continued improvement and implementation of further new technologies.

"Our strategy for the coming years is to further increase the productivity and flexibility of our cutting room while continuing to lower costs. The integration of Lectra's technology into our processes plays a major role, as it enables us to reduce fabric consumption in marker planning and significantly improves the organization and efficiency of our operations," concludes Jaichand.

More about Optiplan

The nerve center of the intelligent cutting room.

Optiplan is Lectra's cut order planning and optimization solution that enables users to integrate several independent planning steps into one unique process while optimizing material consumption and increasing productivity.



Optiplan gives an accurate and comprehensive display of all the costs involved in manufacturing an order. Fabric requirements are rapidly estimated for purchasing or allocation purposes. The cutting room is thus easier to organize and both fabric and labor costs can be optimized.

More about Jay Jay Mills

Jay Jay Mills is a manufacturer and exporter of knitted fabrics, home textiles and garments based in Tirupur. The company owns and operates facilities in the South Asian countries of India, Sri Lanka and Bangladesh.

Jay Jay Mills is a high-volume supplier of cotton infant apparel and bedding products for major international brands such as Mothercare, Wal-Mart, Target and others in the United States and Europe.

The company prides itself on offering the best value for money products through optimal use of technology and resources.

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 aeronautical and marine industries, wind power and personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,400 employees and \$214 million in 2009 revenues. The company is listed on Euronext Paris. For more information, please visit lectra.com.