

# BELLA+CANVAS



CUSTOMER STORY

LECTRA®

## TAKING ADVANTAGE OF TECHNOLOGY TO SPEED UP GROWTH AND SUSTAINABILITY

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BELLA+CANVAS' cutting facility has been based in LA for more than 30 years, and has become a hotspot for entrepreneurs building their own brands. By providing high quality garments at affordable prices, and being a USA Strong company, BELLA+CANVAS helps make their dreams a reality, while leading the fashion industry in sustainability.



## CHALLENGES:

BELLA+CANVAS saw how the majority of business impacts in the fashion industry seemed to stem from industry-wide problems such as the overproduction of products, waste of water and materials, as well as timely shipping, production flow, and receipt of materials. Knowing the fashion industry was ripe with wasteful practices and large carbon footprints, they decided that they wanted to do things differently, yet still have a quality product for entrepreneurs.

## SOLUTION:

Finding a partner like Gerber, with advanced technical solutions spanning the whole range of their operations process, was critical for BELLA+CANVAS' transformation into an efficient, sustainable and USA Strong company. They have worked with Gerber for more than seven years and have continued to grow as Gerber's technology advances.

This technology has enabled BELLA+CANVAS to create a seamless production flow and gives them a competitive advantage by automating their CAD to cutting room process.

Precision cutting technology facilitates a better use of materials, less waste and a higher-quality product for the customer or entrepreneur.

There is little mercy for downtime in the fast-moving fashion industry, so the support system Gerber provides is also critical. When there are problems, technicians can dial-in remotely and immediately remediate the problem and get production back on track quickly.

The ability to keep operations and material acquisition local, also helped decrease their carbon footprint and minimize logistical challenges. Producing more than 1,200 USA jobs and not being reliant on overseas shipping processes greatly helps the company keep up with ever-evolving fashion trends and meet the small batch needs of entrepreneurs.



*"The biggest benefit to investing in all of this has been to help us invest back in American jobs, while keeping everything in house, which speeds up the whole process. And when we are doing all this, we don't have to wait for the supply chain and shipping overseas--we are able to do all of this in Los Angeles."*

**Wes Tate**  
BELLA+CANVAS

## KEY BENEFITS:

# 01

A partnership with Gerber helped BELLA+CANVAS build the Western Hemisphere's largest and most technologically advanced cutting facility.

# 02

With 80 total cutting tables, materials can be cut with a higher level of precision that is superior to hand-cutting and gives them an advantage in quality over many competitors.

# 03

Use of Gerber spreaders allows for up to 150 layers to be cut simultaneously and improve production speed.

# 04

Between the Paragon cutters and Gerber's AccuMark system, BELLA+CANVAS can lay out patterns in a manner that maximizes the use of fabric and minimizes waste.



## 05

During the pandemic, Gerber's technology helped them be able to pivot overnight from apparel production to mask manufacturing; essentially becoming the largest mask manufacturer in the world with more than \$20 million masks shipped out per day.

## 06

Design processes can be separate from the cutting facility since optimized marker files can be sent digitally from the Beverly Hills office to the cutting floor in LA.



## 07

A USA Strong brand minimizes the need to rely on overseas shipping and allows them to quickly pivot to meet the needs of the fast-paced fashion industry, while creating over 1,200 American jobs.



08

Fully automating their operations allows for better forecasting of materials and the ability to meet higher volume demands quickly.

## ABOUT

### GERBER PARAGON

**Gerber Paragon is a fully integrated cutting machine capable of delivering the highest-quality cut parts for garments without sacrificing speed or quality. Backed by intelligent engineering, integrated control and an intuitive interface, Gerber Paragon delivers more throughput, uptime, precision and profitability in a single solution.**

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