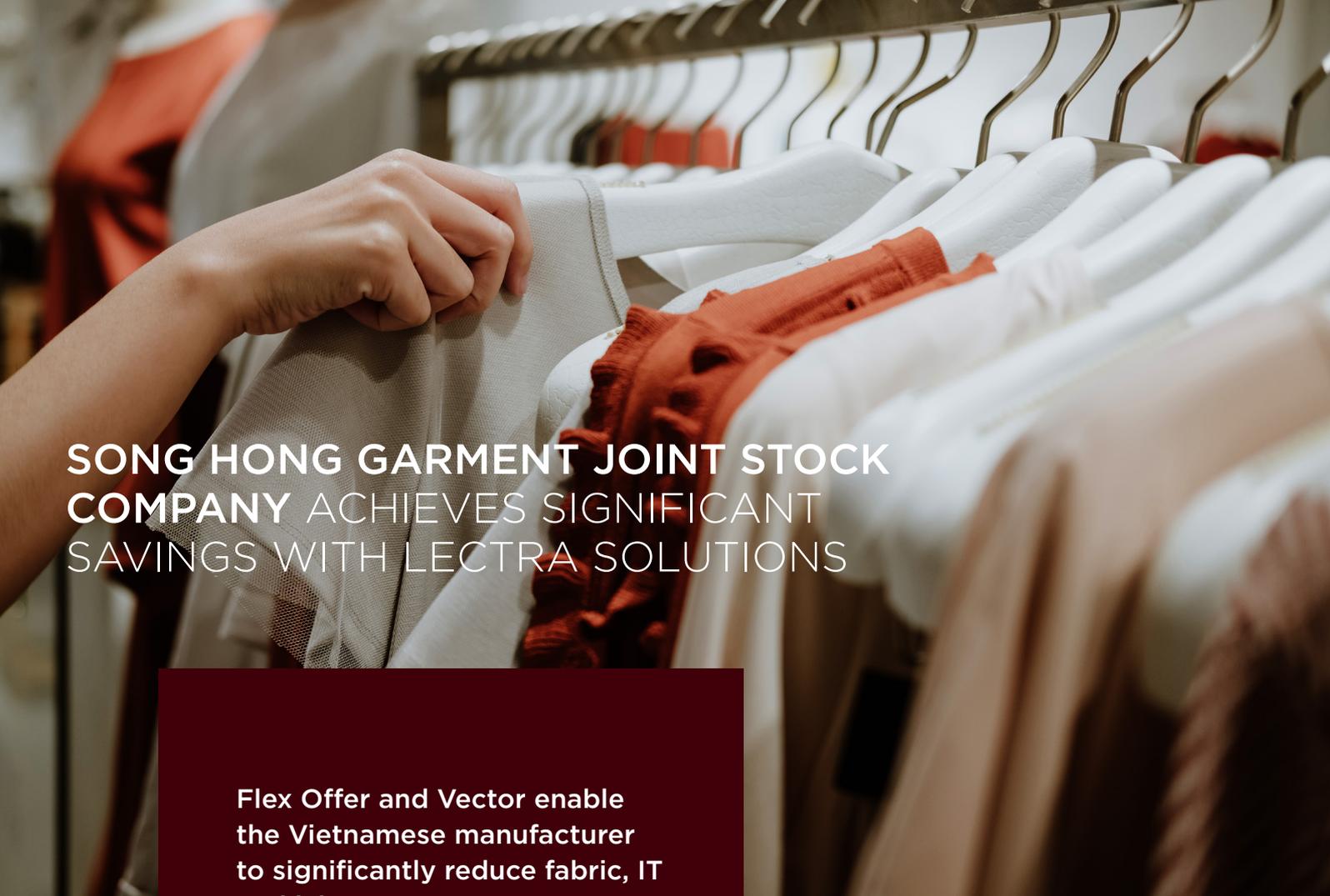


# Song Hong



CUSTOMER STORY

LECTRA



## SONG HONG GARMENT JOINT STOCK COMPANY ACHIEVES SIGNIFICANT SAVINGS WITH LECTRA SOLUTIONS

**Flex Offer and Vector enable the Vietnamese manufacturer to significantly reduce fabric, IT and labor expenses**

### The challenge

As with many businesses around the world, the Covid-19 pandemic dealt a heavy blow to Song Hong Garment Joint Stock Company. The clothing and bedding manufacturer's orders dropped by 40% in 2020. One of its largest American clients also declared bankruptcy that year.

In order to realize its goal of becoming a leading global textile supplier and overcoming the consequences of the pandemic, Song Hong Garment JSC needed to attract more customers by reducing design, pattern modification, and project quote times. The company was also looking to **increase productivity and optimize fabric use in order to protect margins.**

### Lectra's response

Although the company was initially reluctant to invest during the difficulties of 2020, the demonstration of **Flex Offer and the ROI calculation convinced them of its value.**

### Results

Using Flex Offer has enabled Song Hong Garment JSC to **achieve savings for standard (lower cost) fabric markers and strategic (more expensive) fabric markers.** In addition, the company has saved in labor and IT costs.

## PERSEVERING AFTER THE PANDEMIC

Businesses around the world saw their supply chains interrupted, demand for their products and services decline, shortages in supplies and inputs, and government-mandated closures during the early days of the Covid-19 pandemic. Song Hong Garment Joint Stock Company (Song Hong Garment JSC) was no exception. During the 2020 lockdowns, orders decreased by 40% compared to 2019. One of the company's biggest American clients also filed for bankruptcy that year. However, these challenges did not hinder them from continuing to work towards their **goal of becoming a major supplier of fashion products in the global textile supply chain.**

## SONG HONG GARMENT JSC'S SUCCESS STRATEGY

Song Hong Garment JSC was established in 1988. Today, it is one of the leading garment and bedding manufacturers in Vietnam with more than 20 workshops and over 13,000 employees. In 2020, out of those employees, 12 workers in four factories were tasked with creating 240 markers per day, using a combination of manual marker making and another company's marker making software. **In 2022, the number of markers processed rose to 360 per day in six factories.**

In order to realize its goal of becoming a leading global textile supplier and overcoming the consequences of the pandemic, Song Hong Garment JSC needed to **attract more customers** by reducing design, pattern modification, and project quote times. To bring their margins back to pre-pandemic levels, the company wanted to **increase fabric savings and keep labor costs low.**



## Flex Offer: The ideal solution for optimized fabric consumption

Although the company was initially reluctant to invest during the difficulties of 2020, the demonstration of Flex Offer and the ROI calculation convinced them of its value. **Song Hong Garment JSC is the first company in Vietnam to adopt this unique solution.**

Flex Offer is a cloud-based, automated nesting solution that addresses apparel suppliers' unique marker-processing needs for costing, procurement or production. Using Flex Offer's three activity streams—Cost & Bid, Procurement, and Production--allow Song Hong to make early and accurate bids, calculate precise procurement needs, **and respond quickly to peaks in activity or incoming fast-track products.**

Flex Offer's highly accurate nesting enables Song Hong to extract the maximum from each roll. It has resulted in savings for Song Hong's standard (lower cost) fabric markers and for its strategic (more expensive) fabric markers. In addition, **the company has saved in labor and IT costs.**

Beyond costs, Flex Offer has enabled the clothing manufacturer to **speed up the pre-production process** by making it easier to share and manage information in the marker department.





## Vector: Getting high quality products to market faster

Vector, **Lectra's automated fabric cutting solution**, will also play a significant role in the company's success strategy. Song Hong Garment JSC bought their first Vector in 2019. The company now owns 11.

Replacing the manual cutting process with automated cutting enables Song Hong Garment JSC to improve productivity and product quality.

Reducing the possibility of human error and achieving consistently high quality, even for small parts or stretchy fabrics, **increases the performance and productivity of operators and sewers, resulting in shorter lead times.**

## A bright future

The experience Song Hong Garment JSC's management team has had with Lectra and its solutions convinced them of Lectra's industry expertise and the value of its innovative technology. "We foresee a strong partnership with Lectra in the future. We believe that the quality of its products and customer service are at the top of the industry," says Song Hong Garment JSC's CEO, Mr. Quang Bui.

### ABOUT FLEX OFFER

by LECTRA

This cloud-based, automated nesting solution addresses apparel suppliers' unique marker-processing needs for costing, procurement and production. It gives you the flexibility to balance different production cycles, the ability to efficiently manage sudden peaks, and the certainty that you will safeguard your operating margins.

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### ABOUT VECTOR

Compliant with Industry 4.0, our best-selling Vector cutting machines can be used for all manufacturing models and fabric types (lace, denim, woven, knit or footwear textiles), to help you produce at optimal speed and efficiency. No matter the production volume, Vector will help you achieve operational excellence and minimize cost per cut part.

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