

PRESLOW



CUSTOMER STORY

THRIVING UNIFORM MANUFACTURER CHOOSES LECTRA TO RESHORE PRODUCTION AND SUSTAIN GROWTH FOR YEARS TO COME.

A MULTI-GENERATIONAL FAMILY BUSINESS IN MEXICO UPGRADES MANUFACTURING CAPABILITIES TO LECTRA INDUSTRY 4.0 SOLUTION TO DOUBLE THEIR MANUFACTURING CAPABILITY.

Founded in 1955, the third-generation apparel business, Preslow, has played a key part in Mexico's manufacturing history, primarily focusing on producing outerwear for retail, OEM (original equipment manufacturer), uniforms and corporate apparel that fits in the promotional market. Evolving from what was a little workshop of tailors which catered to small retailers to now running a large facility located in Tizayuca, Hidalgo, with 350 seamstresses, up to nearly 36 retail locations and supplying products to the global retailer including the United States, Walmart, Preslow continues to grow by reshoring production in Mexico and honor their customers, by continuously improving and digitalizing their manufacturing process to keep up with demand.

LECTRA

PRESLOW[®]
EST. 1955

EVOLVING INTO AN AGILE BUSINESS

Since the pandemic, Preslow had no choice but to change its entire mindset of the way it ran and managed production. Before 2020, around 60% of the merchandise sold in their stores, exclusively outerwear, was created in-house, now increased to 80%. **“We were hit hard in 2020 because orders were being canceled and it was all a mess” states Preslow’s SA of CV, Isaac Presburger.** Preslow showed an increase in revenue and profitability in 2022 compared to 2019, showcasing that they produced more work now than before the pandemic. With this rapid increase in orders, they needed to prioritize the structure of manufacturing to keep up with demand, stay ahead of the supply chain, and become agile toward industry shifts.



NAVIGATING A NEW MANUFACTURING WORKFLOW

With an estimated production of about 1 million garments a year, Preslow upgraded their manufacturing from development to cutting and integrated advanced digital technology, including CAD pattern making and nesting software, spreading and cutting solutions to increase their throughput, quality, help maintain consumer demand and become agile and transparent across the supply chain.

In its Mexico City facility, Preslow relies on Lectra’s integrated suite of CAD software, Gerber AccuMark two spreaders, and an IoT-enabled digital cutting solution. With the addition of Preslow’s new cutting solution, they saw their company grow in ways they had never seen done before. After experiencing the repercussions of the pandemic, **Presburger says, “It was easy to get back on the horse thanks to our advanced technology investments.”** They prove that by being the largest outerwear manufacturer in Mexico, able to service major retailers, such as Walmart, and produce garments for their own in-house brand.

By automating and digitalizing its cutting room with Lectra’s spreaders and IoT cutting solution, Preslow was able to completely transform its manufacturing facility. With last-generation CAD, nesting algorithms, and an IoT-enabled cutting solution, they optimized material usage, reduced waste, provided higher-quality products, and increased their overall yield produced faster. Preslow described the new state of the art cutting room process as more exact and seamless which results in making hand sewing easier.

A STRONG STRATEGY AND AN EVEN STRONGER TEAM

When it comes to strategizing, Preslow understands the assignment. Presburger described, “sales are like gasoline. You can have a Ferrari, but with no gas, you cannot go anywhere.” But in order to get gas, you need the right strategy. By having the right strategy to keep up with demand, they were able to increase sales, catapulting themselves into prioritizing their manufacturing processes, which ultimately led them to invest in advanced technology solutions. Investing in the latest technology, Preslow made it apparent to never fire any of their workers due to technological advancements, but to repurpose them by training them with the new solutions.

With the recent visit of The New York Times, the reporter was initially there to run a story on the shift of nearshoring from China to Mexico. As Presburger gave him a tour of the facility and the cutting solutions, the interviewer stated, “I have been to a ton of factories in the world, and yours is the only one where I sensed your workers are happy.” With a trusted team and up-to-date equipment, Preslow could train their workers easily on their new technology investments, eventually leading them to producing more merchandise. **“We have been able to survive because of the strategy we have, the brand we created, and the market we speak to. Those three things are why we are still here” states Presburger,** proving that with the right strategy and a trusted team, you can grow.

AN OPTIMIZED STATE OF THE ART CUTTING ROOM

Preslow continues to strive for an optimized production facility to serve its consumers and customers. They have expanded their view of what they can do within their factories and processes. As their entire product line and brand grows, they are already thinking about the future steps to maintain that positive increase from expanding locations, adding facilities, and merchandise. **“I am truly convinced that companies that get on board with the latest technology are the ones that will make it,” states Presburger.** Investing in advanced technology, such as industry 4.0 cutting room, has helped Preslow control their productions by reducing fabric usage, cutting accurately and of quality, ensuring they deliver the best products to all their customers for generations to come.





“The upgrade of Lectra’s cutting solution has helped with cost and the benefits that come with it. Out of the one manufacturing cutting solution, we doubled our manufacturing capacity with the same number of employees.” With the addition of Preslow’s new cutting solution, they saw their company grow in ways they had never seen done before. After experiencing the repercussions of the pandemic, Presburger says, “It was easy to get back on the horse thanks to our advanced technology investments.”

Isaac Presburger - Director, Sales at Preslow SA de CV

ABOUT GERBER ATRIA

The Gerber Atria cutting solution integrates fully-realized, advanced technology for digital cutting. With innovation in our DNA, we listened to our customers and developed the most advanced, high-performing, digital multi-ply cutter on the market that offers a truly unique experience. Backed by our integrated, industry 4.0 platform and a global network of experts serving 134 countries, the Gerber Atria is sure to be the brightest star in any cutting room.

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