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Grupo Kaltex chooses Lectra Fashion PLM

Mexico-based home textile and apparel group to implement Lectra's product lifecycle management solution

Paris, September 29, 2015 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—fabrics, leather, technical textiles and composite materials—is pleased to announce that Grupo Kaltex has selected Lectra Fashion PLM to help them connect design and product development teams at their US subsidiary Revman International and their Mexican manufacturing division Kaltex Home, in an effort to streamline process and promote a more collaborative work environment.

Grupo Kaltex is one of the largest exporters of textiles and apparel in Mexico, with holdings that serve international markets across the US, Canada, Europe and South America. The group has chosen to adopt Lectra Fashion PLM at Revman International, which sources and provides high-end home linens and bathroom textiles to big-name retailers. It will also be implementing the solution at Kaltex Home in Mexico, which designs and produces for Revman International and selected private-label retail brands. According to Hebe Schecter, President of Kaltex North America, both companies will be using the platform to better structure and synchronize process across their different design and development teams. This will reduce the time needed to create new products and enhance product quality, giving the company the flexibility and resources it needs to add more brands to its portfolio and pursue international growth.

An industry leader for 90 years, Grupo Kaltex largely attributes its success to its focus on innovation, collaboration and efficiency. Lectra Fashion PLM fit in perfectly with their approach to business.

“To achieve our goals for future expansion, we needed to find a universal approach to managing our product which would not sacrifice our reputation for quality and service,” says Hebe Schecter. “We chose Lectra because their industry experience and reputation are unmatched. They listened to what we had to say and offered us practical solutions that would let us communicate in real time between different design and development teams, so that we could collaborate more effectively and maintain visibility over a diverse collection of international product lines, across different companies and divisions, on one unified platform.”

Lectra experts worked closely with Grupo Kaltex to learn about their business model and identify their strengths and challenges, before developing a PLM roadmap adapted to the company's priorities and objectives. The plan, which drew on Lectra's extensive knowledge of industry best practices and change-management expertise, was carefully designed to ensure that the solution's implementation was a success among Grupo Kaltex staff, as well as management.

“Grupo Kaltex is a creatively-driven organization, but they also manage a sophisticated manufacturing and engineering operation. They need a partner that understands both sides of their business and can help them speak the same language across their different teams. Our experts come from creative and analytical backgrounds, and love to flex those mental muscles. We couldn't be more excited about this partnership,” says Roy Shurling, Director of Lectra North America.

About Grupo Kaltex

Grupo Kaltex, a Mexico company, has been producing quality yarns, synthetic fibers, fabric, clothing and home textiles since 1925. The group is one of the largest exporters of textiles in Mexico, serving international markets that include the US, Canada, Europe and South America.

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 1,500 employees, and registered revenues of \$281 million in 2014. The company is listed on Euronext.

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