

How Fashion Leader Tefron Grew Rapidly with TradeBeyond

Tefron is known for innovation, so it's no wonder the apparel company turned to TradeBeyond when it needed help

The Challenge

The world's leading manufacturer of seamless garments and activewear, Tefron needed to scale to keep up with the growing demand for its specialty apparel. But managing that increased order volume was difficult under the company's complicated old systems, which were slowed by tedious file handoffs, redundant communications, and persistent versioning issues. Tefron needed a more efficient, reliable process to speed its private label sourcing and development for retail giants like Walmart, Under Armour and others.



TEFRON

Snapshot

Customer: Tefron

Retail Sector: Fashion

Business Need: Faster, more efficient product and order management; eliminating persistent mistakes

Solution: A cloud-based platform for managing product design, sourcing, orders, production, quality and shipping

Result: TradeBeyond created one central repository for product designs, information and history, eliminating errors and versioning issues

About Tefron

Tefron has been revolutionizing the fashion industry since the 1970s, introducing innovative lines of seamless garments to the market and distinguishing itself from other apparel manufacturers with its embrace of new materials and technology.

The Solution

TradeBeyond streamlined Tefron's product development process, removing spreadsheets and connecting teams across North America and Israel along with sourcing and production offices in Asia to bring new products to market faster. TradeBeyond's cloud-based platform provides Tefron a single system for managing product design, sourcing, orders, production, quality and shipping. It also eliminates versioning issues, guaranteeing that all teams are working from up-to-date information.

TradeBeyond's product lifecycle management platform is integrated into Adobe Illustrator and Browzwear 3D, saving Tefron's designers the time and frustration involved in having to continually upload and reupload images and data to outside systems. The products they design are automatically synchronized with TradeBeyond, which eliminates manual handoffs and centralizes information, making it available throughout the entire product development, sourcing, and sample management processes. Real-time reports, dashboards and alerts ensure that everybody in the organization is meeting targets.

The Results

Thanks to TradeBeyond, Tefron now has one central source for product designs, information and history. The platform has been adopted not only by Tefron's design and development teams, but also its factories – the system is available in both English and Chinese, making it accessible to everybody. "It's truly worldwide in terms of the support that we have," says Gregory Koren, Tefron's Chief Information Officer.

Even as Tefron's sales have doubled in recent years, the company is bringing products to market faster than ever. The benefits of TradeBeyond have been even more profound than Tefron anticipated. "One unexpected benefit is we can save all our company information and easily access it whenever we need it," says Koren. "Finding information becomes so much easier when it's all stored in one centralized place. The transparency and accessibility of that information is huge for us."

The customizability of TradeBeyond provides Tefron a platform they can continue to grow with, no matter how high their order volume soars. "Our team is happy with TradeBeyond because they feel they are part of the process," Koren says. "When you are involved in designing your own solution, you feel pride in it because it's truly your solution."

"TradeBeyond hasn't just allowed us to put clear business processes in place. It's building solid infrastructures we can grow from. We know we have a system that enables future growth."

— Gregory Koren,
Chief Information Officer, Tefron

