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TRENDS IN CAD/CAM INDUSTRY: THE SPECIALISTS' VIEW

IMAGE COURTESY: TEXPROCESS, FRANKFURT

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- Surat to have Global Fabric Resource Centre soon
- Nike, adidas, H&M, and ZARA reported the Green brands

Trends in CAD/CAM Industry:

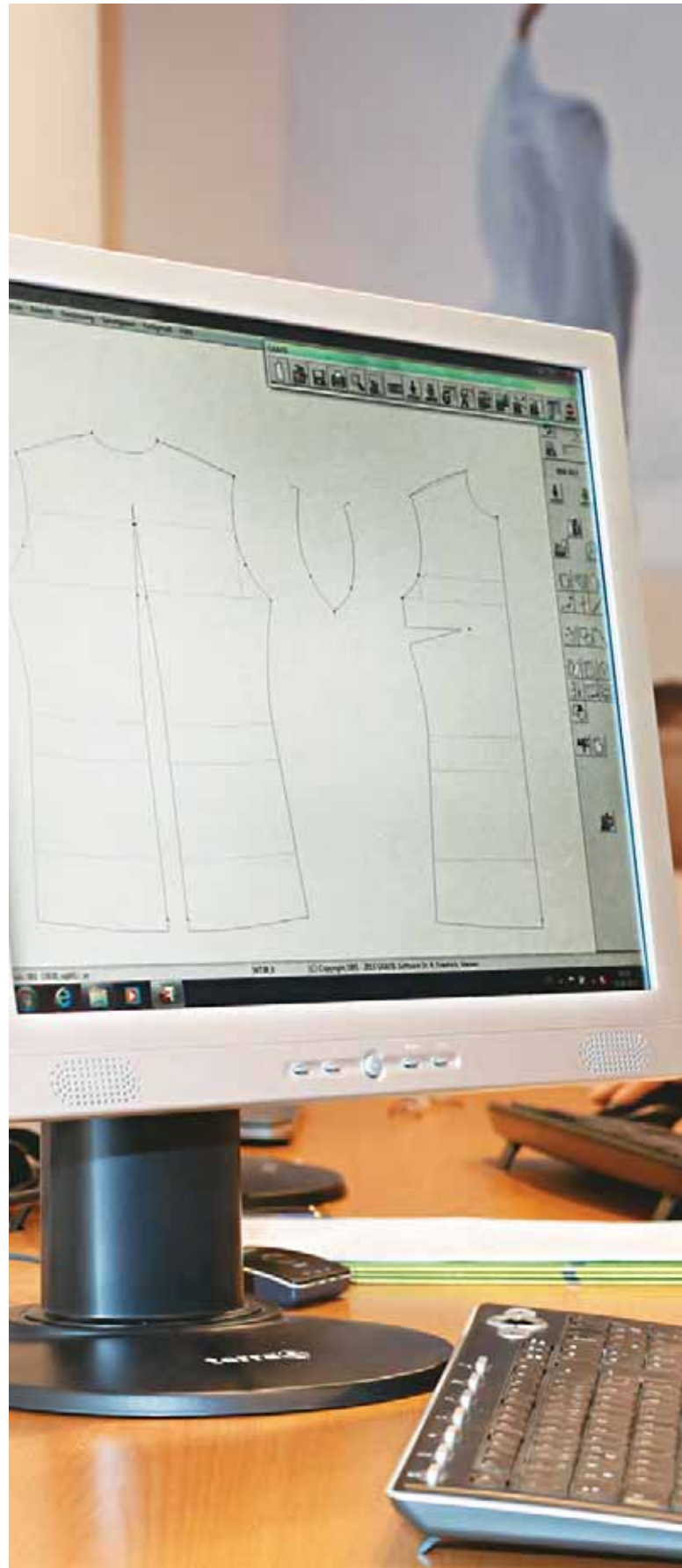
THE SPECIALISTS' VIEW

The CAD/CAM technology has been very instrumental in transforming the apparel & textile industry in the recent past. In today's competitive environment, the companies need to respond fast to the changing trends & ensure fast turnaround time. Also, they have to take care of the time and cost involved in each processes. The CAD/CAM systems help the organizations to be able to take care of these aspects along with improving their efficiency and work style.

The companies providing CAD and CAM solutions have ensured that instead of just being a supportive technology for one of the department in the factory, they become the essential part of the whole value chain involved in production of the end-products. Not only the manufacturers, but even the buyers are also integrating their systems with these technologies in order to be connected to their vendors in more efficient manner.

These companies are developing every day in order to be able to provide exact solutions to the specific customers' needs. Many of them are already providing customised solutions to the companies they serve.

With such development and benefits of these systems, Indian market is also opening up to accept and implement these systems in their organizations. In order to know the current status and the future aspects of the industry globally as well as in India, we spoke to some of the esteemed organizations providing CAD/CAM solutions. Here are the excerpts from our conversation with them:



MR RAM SAREEN, CEO, Tukatech Inc

Please provide a brief of your company.

Tukatech Inc., is a leading solutions provider to the Apparel, Furniture and Automotive industry. Founded in 1995 by garment industry veteran Ram Sareen as PST, Inc; the corporate name was changed to TUKATECH in 1997. Tukatech's advanced software and hardware gives designers, manufacturers and distributors the tools needed to streamline operations, increase efficiency, and expand profits. Tukatech offers award winning 2D and 3D pattern making, design, and manufacturing software designed specifically for garment makers of all sizes and skill levels. The capabilities of Tukatech's technology remains unparalleled in the fashion industry, and all of our products are offered at affordable prices.

Tukatech has currently sold over 20,000 systems out of which, over 4,500 are replacements of competing systems worldwide.

Which nations constitute the top 5 markets of your industry globally?

Tukatech is currently used by thousands of trained users in more than 50 countries around the globe. However, the top 5 markets for us are USA, South East Asia, Middle-East, Central and South America.

How receptive is Indian industry to these systems? What per cent of Indian industry do you know is using CAD/CAM?

The Indian Industry became more receptive due to the rising demand for better fitting garments and the advent of western styling for the domestic market. It is very hard to quantify the percentage of users. In our experience, there are a lot of users in India who PURCHASED CAD / CAM technology but most of them are not benefitting from that.

What are some reasons why many companies are remaining on the side-



lines when it comes to CAD/CAM technology?

What I have seen as the main reason is that CAD is still known to majority as a grading, marker-making and layer planning machine. As labour is inexpensive, they do not feel the need to invest a considerable amount in technology when they can use cheap manpower to do the same work. The lack of understanding of the needs of the manufactures and the confusion created by the DEALERS and AGENTS is one of the biggest reasons for the lack of investment.

In India, the biggest reason for lack of investment is the lack of partnerships between companies and their vendors.

Many buying houses also use these systems in order to coordinate with their vendors in a more efficient manner. Can you shed more light on how the whole chain is benefitted through the

use of CAD/CAM systems?

Yes, many buying houses are using CAD now to communicate effectively between buyers and factories. Buyers can share their designs faster with their vendors. Many exporters have in-house designing, where they present a range to their buyers for their selection. This is made easier with the use of CAD and 3D samples, where the vendor has not even made even a single garment, but has effectively presented to the buyer, all the designs that they have. Standard CAD formats like ASTM and AAMA break the barrier of communication amongst different CAD systems. All the corrections, design changes and style changes are made faster and effective with the use of this technology.

How do the CAD/CAM systems justify the large investment made by the companies in buying them?

There are direct as well as hidden bene-

cover story and interviews///

fits of using CAD/CAM technology which justify the investment made in procuring them. Direct benefits include time and material saving. Time taken for pattern making, grading, cut planning, marker making, spreading and cutting is reduced which results in increased productivity; the manpower required to operate all these steps is reduced; effective layer planning helps in reducing the material requirement, which is the biggest contributor to the savings made through the use of technology, as fabric costs are approximately 60-70% of the total garment cost.

What are the features of your system that set you apart from rest of your competitors?

TUKATECH was the first company to eradicate digitizing with digital pattern making; we automated the process of grading and marker-making. Numerous reports can be generated from TUKAcad which are useful not only for the CAD personnel but for many other departments which assist them in making decisions. With the easiest pattern making interface, even the computer-illiterate patternmakers can work efficiently on our systems. The software is available in many different languages with in-built video help for every tool for the users to understand themselves.

However, it is not only the software that makes the difference. Proper implementation of the technology is a must, and we are considered pioneers in that. Every sale is considered as a consultancy project, where we not only teach how to use the technology but also improve and re-engineer the process. Another aspect which makes us stand apart is the after-sales service. With regular updates, re-trainings and immediate troubleshooting, we ensure that all our customers use the technology to the fullest, with the system never being down. All our employees are available twenty four seven to help and assist.

How do companies build up a long term partnership with their CAD/CAM supplier?

Hirdaramani Group started with 8 TUKAcad stations in 2004 and replaced their previously used systems in 6 countries. They now have over 250 TUKAcad 2D, 3D, Studio, SMARTmark and about 40 plotters. Brandix replaced their systems and have been adding constantly as they grow. Lenny Garments, Epic, Palmal and many others in Bangladesh have similar examples. In India, Orient Craft, Richa, Creative, Gokaldas and many companies started out with few CAD systems and have over 100 systems in each company.

Companies realize the difference we have made to their business and value it. They prefer to call us technology partners rather than vendors. Almost half of our orders come from existing customers, another 30% through their recommendations to other companies. It is a mutually beneficial partnership, we improve their processes so that they grow, and in return they make us grow. We live by the belief that, "It doesn't matter how many systems we sell, but what matters is how many satisfied customers we have. Each and every user should be ecstatically happy with the results and service"

What are the areas where CAD/CAM software can be integrated with other systems in order to improve productivity?

We refer to the CAD room as the OXYGEN Centre which determine health of company by levels of Oxygen. Our focus is to have that room connected with EVERYONE in the process, from design to final shipping and from planning fabric purchase to allocation of the same. The way we implement makes the real difference in labour cost and time for the process. By using CAD systems, the users keep building the library of Assets that can be used again.

What research goes into a CAD/CAM purchasing decision?

There are many factors that contribute to the decision of going with CAD/CAM. The deciding factors include the material being supplied, its

features and of course the price, which is generally the biggest factor. Seldom do the decision makers know about the features of CAD and thus prioritize according to price. Therefore we have to show them what actual difference we can make to their business as we are not the cheapest system on the market.

What innovations do you see coming?

As people are accepting 3D technology, we have the Tailor Edition, where you just have to feed the customers' measurements to an existing style, and the pattern will adjust automatically.

Selling online is the latest trend which has been adopted by almost all major brands. eCommerce and mCommerce (Mobile Commerce) is the fastest growing sales channel in the world. However, the biggest challenge these brands have is "fit" when it comes to online sales. STYKU, a spinoff company of TUKATECH and headed by Raj Sareen, is already showing tremendous results for many USA based retailers and brands with drastic reduction in returns and increase in conversions.

Styku also developed a very low cost, portable scanner for M2M, custom clothing and uniforms business. The patented body scanners, costing a fraction of what conventional body scanners used to cost has been adapted by hundreds of companies around the world.

What do you envisage for your company in India as well as globally in coming years?

TUKATECH has seen steady growth since its inception in 1995 in India. We are the fastest growing CAD/CAM company in the world and since 2007, we have been rated as one of the BEST Software companies in the world. Apart from strengthening ourselves in the existing geographical areas, we have already begun working in the new territories. We are working on reducing the pattern making process to the greatest possible extent. Companies appreciate our effort, which is why we are replacing competitive CAD systems every year.

TUKATECH

Eliminate Physical Samples With TUKA3D

TUKA3D Features

- ➔ Transform 2D patterns into visually stunning 3D samples
- ➔ Build advanced and accurate fabric simulations
- ➔ Test fit on customized, life-like models
- ➔ View garments from multiple angles using lighting effects
- ➔ See the drape and movement of a garment with animation
- ➔ Apply prints, patterns, and logos with ease
- ➔ Share images and videos with customers and clients



The Ultimate Software for Pattern Making, Grading and Marker Making
TUKAcad P.E.

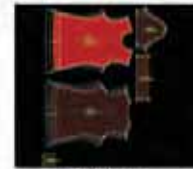
Why Choose TUKAcad?

TUKAcad is the fashion industry's most advanced CAD software system. Developed by programmers with experience in the garment industry, TUKAcad is the worldwide standard in CAD systems. Tukatech offers extensive training and unparalleled customer support to ensure that each customer fully utilizes all of TUKAcad's many time-saving features.

- ➔ Reduce sample approval time by using digital pattern making that fits first time
- ➔ Takes very less time in corrections and alterations
- ➔ Save time and money with the most advanced tools available
- ➔ Rely on unparalleled training and 24/7 customer support



Pattern Making



Grading



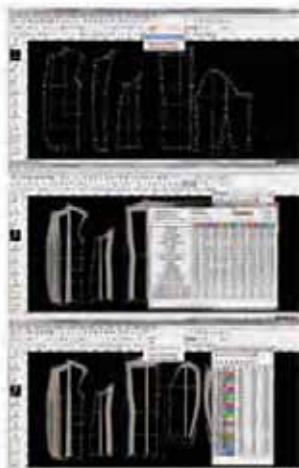
Marker Making

Find out why hundreds of the world's leading garment exporters & domestic manufacturers use TUKAcad!

New TUKAcad TAILOR EDITION for Made to Measure

TUKAcad T.E.

TUKAcad TE, the world's first ever made-to-measure garment technology, stands to completely revolutionize the way clothing is produced. TUKAcad TE is a made-to-measure system that puts the garment design process back into the hands of designers and consumers. TUKAcad TE allows anyone in the world to accurately modify a pattern based on a customer's unique body and create a custom fit garment. TUKAcad TE offers new levels of mass apparel customization to manufacturers, retailers, and consumers that will bring the garment industry into the next generation.



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