



EMBROIDERY DIGITIZING CASE STUDY



Digitizing services from Idea Custom Solutions deliver high quality, fast turn times and lower costs

An Idea Custom Solutions client is a leading supplier of apparel, headgear and promotional products across the U.S. and Europe. The client's mission is to sell top-quality, affordable products and it has a solid reputation of service established over more than 50 years in the industry.

Challenges

In 2009, the client realized that its embroidery digitizing process was running into major problems. Hiring and training costs for its in-house operations were at an all-time high. Given the seasonal demand for promotional products, staffing needs fluctuated significantly in different months.

In addition, the process was complex. The client had a diverse range of products, each with different specifications. Each new product introduction required rigorous training for the embroidery team in the products, specifications and features. Finding the right employees and retaining them was proving more and more difficult.

The Solution

The client partnered with Idea Custom Solutions to effectively manage the embroidery digitizing process, with the objective of reducing operational costs while ensuring quality. In its quest to understand the client's needs, the Idea Custom Solutions team did a thorough study of the current procedures. An effective solution was developed to address the challenges faced by the client and enable it to successfully turn over digitizing to Idea Custom Solutions.

The client receives orders for embroidery digitizing from its customers through various channels such as the company website, email, telephone and fax; which are submitted to its centralized system. The orders are then sent to Idea Custom Solutions either via email or IDEA, the company's online order management system.

Challenges

- High costs for hiring and training
- Seasonal fluctuations in demand
- Complex process with a broad array of products and specifications

Why Idea Custom Solutions

- Completely custom solution that overcame challenges and provided desired results
- Commitment to quality to protect and enhance the client's reputation
- Consistently reliable accuracy and turn times
- Partnership approach

Results

- Reduced operating costs
- Increased efficiency
- Effective handling of seasonal peaks and capacity for weekends as needed
- Round-the-clock support
- Continuous reduction in errors
- Guaranteed quality

Managing Quality

Errors in embroidery lead to flawed products and dissatisfied customers. The Idea Custom Solutions quality assurance team is committed to maintaining the client's reputation. The Idea Custom Solutions digitizing team delivers an accuracy level of 98% or higher and continuously strives to improve by means of regular feedback and training for team members.



Some Steps Taken to Ensure Quality:

- Setting density for different fabric/thread colors
- Implementing a punching process for designs on caps
- Incorporating the client's thread inventory in the Idea Custom Solutions system

Improving Delivery Times

The Idea Custom Solutions operations team is dedicated to lowering delivery failure rates by managing rushes and super rushes (four- to twelve-hour turn times). Compliance with these requirements is at 98.5%. An average of 140 orders are processed weekly. The team aims to improve further by enhancing productivity and streamlining the process.

Client Benefits

- Guaranteed production quality
- Improved turnaround times
- Extra staff coverage to work on weekends in case of high volumes
- Effective handling of seasonal peaks
- Continuous reduction in errors
- Round-the-clock support to ensure quick resolution of issues
- Lower operating costs

Value Delivered

Idea Custom Solutions has enabled the client to focus resources on the core business, lower operating costs and increase efficiency. Most importantly, the client is assured that products delivered by Idea Custom Solutions will meet its customers' exacting standards and specifications.

