Haglöfs

Delivering quality products and service with ENOVIA V6

> We wouldn't be where we are today if it weren't for ENOVIA V6. We consider it essential to our business.

Johnny Claus
General Manager for product creation Haglöfs

Challenge
Faced with increased demand due to an annual growth rate of 18% Haglöfs needed to maintain the outstanding quality of its products and customer service.

Solution
Haglöfs uses ENOVIA V6 and its Apparel Accelerator for Design and Development to manage all product data in its clothing division, and to provide stakeholders with quick access to precise, up-to-date information.

Benefits
ENOVIA V6 helps Haglöfs streamline its design-to-manufacturing process and to maintain exceptional product quality and customer service through industry-specific best practices and precise management of components and materials.

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Superior outdoor equipment for nature lovers

HAGLÖFS

Haglöfs is the largest supplier of outdoor equipment in Scandinavia. Part of Asics Corporation, the company produces over 500 products for its three business lines - hardware, clothing, and footwear. Thanks to a network of subsidiaries and distributors, Haglöfs is present in 19 markets throughout Scandinavia, Europe and Japan. The 100 employee-strong company posted sales in 2009 of SEK 590 million (€62 million) and has demonstrated an average growth rate of 18.1% per year over the past five years.

Haglöfs is a technology-driven company using technical know-how to increase the durability, performance and comfort of its award-winning products that reflect the region's outdoors tradition and minimalist design ethic. "Our Scandinavian heritage is part of our image and a very important influence when we design our equipment," explained Johnny Claus, General Manager for product creation at Haglöfs. "For us, the art of designing is not a question of adding components and features. It's principally a less is more philosophy that compels us to design articles that are clean, pure and complexity-free."

Robust system needed for data management

Haglöfs' clean, minimalist designs often belie the technical complexity required to create them. For example, a two-layer GORE-TEX® jacket can comprise up to 140 components. As the number of features and materials used increases, so does the challenge of managing them. "The more layers or components there are in an article of clothing, the more you need a robust system to ensure a smooth design-to-manufacturing process, ensuring that the right components are at the production site, in the right quantity, at the right time, in the right colors," said Claus.

Haglöfs' extraordinary growth rate presented an additional challenge – how to respond to increased demand while maintaining product quality and excellent customer service. In response, Haglöfs first adopted ENOVIA in 2006. "Ultimately, it's about quality assurance," explained Claus. "It's about

securing the quality of the information as it transits from one department to another. If you have an unstable information environment or data in different places, there's a lot of room for error."

change didn't happen. With ENOVIA V6, changes can be seen by all since there is one version of the truth and it is readily available in real time to everyone. Looking for information is trouble-free. Everything is in one place.

"Looking for information is trouble-free. Everything is in one place; there is one version of the truth and readily available in real time to everyone. ENOVIA V6 has definitely made us more efficient."

Johnny Claus
General Manager for product creation
Haglöfs

"ENOVIA V6 has definitely made us more efficient. We wouldn't be where we are today if it weren't for ENOVIA V6. We consider it essential to our business. It helps us sustain good product quality and good customer service."

ENOVIA V6 Apparel Accelerator

Haglöfs recently transitioned to the ENOVIA V6 solution for the Apparel industry to take advantage of industry-specific best practices for fashion design including pre-defined work processes, data models, reports, role-based user interfaces and document management capabilities. Haglöfs' designers also use Adobe® Illustrator® for their design work and Adobe's direct integration in ENOVIA V6 supports rapid and seamless image incorporation and collaboration. "We design with Illustrator and can manage our files directly within ENOVIA."

ENOVIA V6 also helps Haglöfs achieve its goal for sustainability. "From a materials management standpoint, one way we use ENOVIA V6 is for material traceability using the where-used function. This is useful if we need to switch one material for another in all applicable products," said Claus. Haglöfs' ERP system is also integrated with ENOVIA V6 for the transfer of product information such as style numbers, style names, color codes, and price information for sales and stock management.

"If a developer or sourcing person or designer makes a change here or there, unless the rest of the chain is informed it's as if the

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