Fast-growing Haglöfs maintains quality with ENOVIA V6

Haglöfs is Scandinavia's largest supplier of outdoor equipment. As part of Asics Corporation, the company produces more than 500 products for its three business lines – hardware, clothing and footwear – which are sold throughout Europe and Japan.

Haglöfs is a technology-driven company using technical know-how to increase the durability, performance and comfort of its award-winning products, which reflect its homeland's strong outdoors tradition and minimalist design ethic. "Our Scandinavian heritage is a very important influence when we design our equipment," explained Johnny Claus, General Manager for product creation at Haglöfs. "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' minimalist designs often cloak impressive technical complexity. For example, a two-layer GORE-TEX® jacket can comprise up to 140 components. As the number of features and materials 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," Claus said.

Haglöfs' impressive annual growth rate of 18% presented an additional challenge: meeting demand while maintaining product quality and customer service. To do it all, Haglöfs first adopted ENOVIA in 2006. "It's about securing the quality of the information as it transits from one department to another," Claus said. "If you have an unstable information environment or data in different places, there's a lot of room for error."

ENOVIA V6 APPAREL ACCELERATOR

Haglöfs recently transitioned to the ENOVIA V6 Apparel Accelerator for Design and Development to leverage industry-specific best practices for fashion design. The ability of ENOVIA V6 to integrate with Adobe® Illustrator®, which Haglöfs' designers use for their design work, 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 sustainability. "One way we use ENOVIA V6 is for material traceability using the 'where-used' function," Claus said. "This is useful if we need to switch one material for another in all applicable products." 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 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. ENOVIA V6 has definitely made us more efficient. We wouldn't be where we are today if it weren't for ENOVIA V6." 🔴

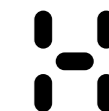> Looking for information is trouble-free. ENOVIA V6 has definitely made us more efficient.
>
> **Johnny Claus**
> *General Manager*
> *Product Creation, Haglöfs*

When Haglöfs, the largest outdoor equipment supplier in Scandinavia, experienced a rapid growth in its business, it turned to ENOVIA to help maintain product and service quality. Today, the ENOVIA V6 Apparel Accelerator is helping Haglöfs achieve even better control of its data, supporting not only quality, but sustainability as well.

ENOVIA 3DLive brings IP to life

3DLive is one of the handiest tools in the V6 portfolio. Part of the ENOVIA family, easy-to-use 3DLive federates data from multiple CAD and enterprise systems and serves it up as customized "virtual workspaces" that guide users to the projects, people and information they need for efficient collaboration. It works across all business processes and on multiple platforms, including Windows and the Internet Explorer and Mozilla web browsers.
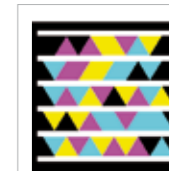
Use your smartphone to see how 3DLive works

3DLive eliminates barriers by allowing users in Purchasing, Marketing, Manufacturing and more to access rich 3D product data from their desktops without CAD tools. Because it accesses data from DS and non-DS CAD solutions, 3DLive also lowers barriers between internal users, external suppliers, and customers. **www.3ds.com/3dlive**

For details, contact DS or your DS Value-Added partner.

For more information: www.haglofs.com