

# VT GARMENT

A MODEL OF EFFICIENCY



## CHALLENGE

Founded in 1981, Thailand-based VT Garment manufactures sportswear for big-name brands in Europe, the US and Japan. The family-owned company counts 3000 employees and operates four factories in Southeast Asia, producing three million pieces a year. The company also expanded to Myanmar recently by setting up a new factory in Yangon.

Faced with rising global competition, VT Garment needed to find new ways to stay competitive in order to continue growing their business. The company decided to focus on shortening lead times and providing its customers with excellent-quality product at competitive prices. To do this, they needed to reevaluate and optimize their production process.

## MARKETS

Sportswear and outerwear

## LOCATION

Thailand, Myanmar

## SOLUTION

VT Garment adopted Lectra's Vector Q80 cutting solution in Thailand and Myanmar and spent 10 days consulting with Lectra experts on the best way to go about optimizing their production process. When the project was completed, the company had lowered their operating and fabric costs by 6% and was producing the same amount with 20% fewer resources. "Not only did we manage to meet our established KPIs, but we also freed up 500m<sup>2</sup> in the cutting room, which we then turned into a sewing space," enthuses Chalumon Lotharukpong, Managing Director.

## LECTRA SOLUTIONS

LECTRA CONSULTING  
SERVICES

Vector<sup>®</sup>Q80  
Fashion

A major player in Thailand's apparel industry, VT Garment has made its name manufacturing sportswear and outerwear in high-performance fabrics like polyester and nylon for brands such as Jack Wolfskin, Adidas, Decathlon and MontBell. The company is on a constant mission to anticipate and adapt to the needs of the marketplace. "We need to optimize our production processes if we are going to stay ahead of our competitors," explains Chalumpon Lotharukpong, Managing Director.

## LAYING THE GROUNDWORK

Optimizing its production process was a serious undertaking for VT Garment. "We identified several key areas with room for improvement, including marker efficiency, cutting time and productivity," says Lotharukpong. "Before purchasing the Vector Q80, we shortlisted a few providers to conduct feasibility study on the targets we wanted to hit for manpower, cutting quality, cutting speed and the ability to cut different types of fabric. Only Lectra was able to meet our criteria."

## A CUSTOMIZED CONSULTING APPROACH

VT Garment decided to go with Lectra's consulting offer, which includes an environmental, performance, quality and productivity assessment, project management, and project preparation and implementation.

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"The results we achieved with Lectra's consulting offer confirmed that we had made the right decision. Their experts helped us identify which activities added value to our operation and which ones could be eliminated. Not only that, they provided us with a vision of how we could make further improvements to achieve the KPIs we had established," attests Lotharukpong.



**"We can cut different kinds of fabric in multiple plies, and our cutting efficiency has increased from 24% to 70%."**  
Chalumpon Lotharukpong, Managing Director.

After an in-depth analysis of VT Garment's operation, Lectra recommended the Vector Q80 cutting solution. The proposed solution allowed VT Garment to eliminate certain non-value-added activities and increase their production output, while improving on product quality.

"Lectra's cutting system gives us more flexibility and allows us to cut faster and change our cutting style frequently. The Vector Q80 allows us to cut different kinds of fabric in multiple plies, and our cutting efficiency has increased from 24% to 70%," continues Lotharukpong.

## RESULTS THAT SPEAK VOLUMES

"We are working more intelligently and we're more competitive. This has allowed us to pass the benefits on to our employees with a pay raise," enthuses Lotharukpong. "Our investment has already nearly paid for itself. We are excited about working with Lectra again in the near future."



### Lectra in Fashion

With 40 years' experience in fashion and apparel, Lectra's mission is to provide a complete spectrum of design, development, and production solutions to confront 21st-century challenges. From first creative spark to final product, our professional services address an end-to-end process. We support the day-to-day operations of our customers in over 100 countries for around-the-clock process optimization. From fast fashion to luxury to ready-to-wear, Lectra's 23,000 customers in markets as diverse as casual, sports, outdoor, denim, and lingerie represent every development and sourcing model imaginable. Beyond suppliers and manufacturers, they are the brands you love and the stores where you shop.

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