

2 May 2006

TXT e-solutions at IMB 2006:

Innovative software and a consolidated, dedicated know-how

: The IBM - the World Fair for Apparel Production Technology and Textile Processing to be held in Cologne, 10th through 13th May 2006, will also be attended by TXT e-solutions. In Hall 08, Booth C04A/C04B, TXT e-solutions, European leader in Demand & Supply Chain Management solutions shall display its proprietary end-to-end solutions for the field of textiles, fashion, apparel and footwear. TXT will also offer its customers some dedicated consulting. To this end, as many as four TXT e-solutions experts will illustrate new trends and solutions in the IMB Speaker's Corner.

The Product Life Cycle

TXT will present at IMB 2006 its offering for PLM (Product Lifecycle Management), tailored to suit a company's requirements in the field of textiles, fashion, apparel, footwear, leather goods as well as accessories. The solution covers all business processes deemed critical for the sector. The key to the solution are the PDM applications which are integrated in the TXT solutions devised for demand planning, production and sales. In addition, this solution enables a product's life-cycle to be managed 360°, starting from the initial sketch to a point of sale. Time-to-market of new products is significantly reduced; it is also possible to control the costs relating to the launch of new items and the new supply chain.

Specific answers to the fashion market

The complexity of the fashion business is glaring: a market characterized by an unpredictable demand curve, disparate sizes, colours and fabrics featured in collections coming in quick succession, short lead-time and a globalized supply chain. In a world where innovation and time-to-market are driving factors, the secret to success lies in integrated supply chains able to keep both the time and cost factor under control. This is the only manner for fashion firms to gross enough revenues whilst at the same time be flexible enough to face a market in perennial evolution.

TXT solutions, specifically developed for the fashion market are a valid help for successfully tackling such challenges: the platform offers a support to companies in all relevant processes ranging from collection design to supply and production chains up until the final transaction at the point-of-sale.

Starting 1989, TXT has been developing its software products and solutions in collaboration with several of its clients. At the same time, TXT has constantly endeavoured to expand its knowledge of the fashion industry and the textile supply chain. So far, over 150 textile and apparel firms have run TXT solutions to the end of optimizing its processes, among them Adidas, Hugo Boss, S.Oliver and the Gucci Group. TXT does not limit its services merely to providing dedicated software. It goes the extra mile and offers consulting services and a specific know-how accrued over the years.

TXT experts at IMB Speaker's Corner

All new trends and the latest developments shall be presented at the Speaker's Corner (Forum IMB, Hall 6). As many as 4 speakers shall illustrate what TXT e-solutions has on offer:

- **Demand Management – Key factor for excellent results:**
day: May 10; time: 1100 hours; address: the importance of Demand Driven Supply Chain: the trend seems to go toward a company which put more emphasis on market requirements and which is making great effort to understand and direct demand.
- **A PLM solution to optimize time-to-market – The value of integration of business processes:**
day: May 10; time: 1330 hours; address: the new solution for managing a product's life cycle - TXT PLM.
- **Collaboration in dynamic and consumer-driven Supply Chains:**
day: May 12; time: 1100 hours; address: collaboration in customer-oriented dynamic supply chain and how TXT can help its clients in this sphere.
- **Visual Merchandising:**
day: May 12; time: 1330 hours; address: the possibilities offered by the new Visual Merchandising solution that enables the supplier to shop through the client's eyes. A tool that allows brand owners, multi-label producers and specialised shops to visually design the space lay-out of the assortments.

TXT e-solutions (www.txtgroup.com) is a European leader in strategic corporate solutions and proprietary software particularly for Demand & Supply Chain Management and Content Management. A listed company now included in the TechStar and All Stars segments of the Italian Stock Market, TXT currently employs about 500 professionals. The head-office is in Milan and the firm has branches in Halle, Chemnitz, London, Paris, Lyon, Barcelona, Bari, Genoa, Rome, Turin, Vicenza and Naples.

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