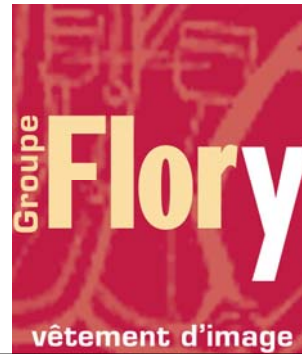




FLORY GROUP

Image clothes and uniforms

Innovation in Textile and Clothing



- Public Seminar -
Final conference of webtextpert
Brussels, 30 May 2007



FLORY GROUP

GROUP STRUCTURE

FLORY GROUP is a leader in the corporate clothing market, more particularly about **Guy Laroche - les Griffés and Flory**, - its **STCN** line dedicated to workwear and protective clothes



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FLORY GROUP

WebTEXpert

ACTIVITIES

As "Manufacturer", **FLORY GROUP**, is integrating design, production and delivery of products according to customer specifications in terms of both aesthetics and technical features

The design department of **FLORY GROUP** is located in:

- Paris for private labels
- Cholet for corporate or Protective clothes

As "Service Provider", **FLORY GROUP** has developed a range of side activities including individual morphological data capture, consumer satisfaction surveys, personalised shipping, etc.



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FLORY GROUP

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A FEW REFERENCES

Transport



Distribution



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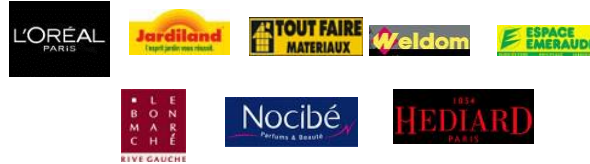
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Specialized Distribution



Services



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Hotel trade and Restoration



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Three main WebTexpert results in line with Flory needs

WebTEXpert



Methods and tools dedicated to technical design in terms of well fit or defect analysis

Methodology enabling strategic decision making according to a risk analysis during the product development process

The “QFD” Method aiming to optimize quality and costs

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Methods and tools dedicated to technical design : Well Fit / Defect Analysis

WebTEXpert



- A methodology applied to garment construction rules
- A configurable, interactive and multilingual Courseware on Pattern Making and Well-Fit analysis
- A defect analysis module
- A case based method and collaborative application for solving defects through the enrichment of the collection of cases

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Methodology enabling strategic decision making according to a risk analysis

WebTEXpert



- to quickly position the company in its environment
- to analyze the potential risks for the company
- to structure the risk for various stapes
- to organize the monitoring of the identified risks

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The "QFD" Method aiming to optimize quality and costs

WebTEXpert



- To structure the product development process according to three different steps :
 - Identification of the customer requirements
 - Specification of the product components and process
 - Development of each specificity
- To develop collaboration among the different departments of the company
- To benefit from the method to significantly increase the chance of success of a new product,
- To analyse the specificities of existing products according to the market demand

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Conclusion

WebTEXpert

■ These three WebTexpert results enable SMEs :

- to better address the development of a new product in terms of strategy and engineering
- to make use of innovative methods already approved and tested in other sectors
- to increase the exchanges among companies and foster the knowledge sharing

Final Seminar -
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