



# Chain Reaction

Customer case study

## Garcia Jeans bv

## GARCIA JEANS

### About Garcia

Established in 1977, Garcia Jeans bv is part of the JOG Group. Garcia is a rapidly growing, international organisation where more than a thousand employees work on making the brand a success.

Together with customers, suppliers, employees and other partners Garcia have created a contemporary concept with products of character and style.

Garcia has 2,500 multi-brand stores, more than 70 Shop-in-Shops, 200 Soft Shops, 25 franchise stores and tens of online stores spread over 20 countries in Europe, North America and Asia.

Garcia aims to become a leading name in the urban denim world and to be market leader in the near future. With innovative stores, improved collections and surprising events, they are creating an exciting denim brand.

### The Challenge

Garcia wanted to standardise the way their HQ worked and centralise all the product data and information involved in operating a growing fashion brand.

One of the biggest challenges Garcia needed to address was the complexity of each stage in sourcing, from prototype sample stage until final shipping of the goods.

With many product lines being handled simultaneously and constant pressure of meeting deadlines, there was an urgent need to stop mistakes being made and deliveries being late.

### Process

After a detailed selection process, Garcia chose AXIND's CHAINREACTION PLM+, which fitted with what Garcia needed. It was also flexible and offered good value for money.

AXIND developed functions that were tailor-made for Garcia and provided specific reporting software that would remove the reliance on multiple Excel spreadsheets and many other loose documents.

AXIND fully engaged with Garcia and were adaptable to the demands and issues facing a growing fashion brand.

Garcia invested many months addressing the different needs of the business and built a library of data.

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Working with AXIND they devised a system incorporating drop down menus which acted as useful prompts for employees working on the system.

More functions have been added as the needs of the business changed and grew.

The system is now very extensive and they can perform all the actions needed from prototype sample until final shipping to stores.

### Results/Comments

**Hanneke Timmermans at Garcia**, comments:-“In the past we made a worksheet in Excel, it was easy to make mistakes because everything was typed by hand. Nothing was in a system, so we couldn't track the status of the style. Now using ChainReaction, we select from a dropdown list, so fewer mistakes are made and facts are clearer for everyone. We have the ability to copy similar designs and data over to a new product line, making more efficient use of time. It is one system, and everyone can login and see the documents. You can run reports per vendor, about the styles, status, and you can export all the data to Excel. So we have a complete picture of all the styles. We made a link to our ERP systems (SAP), so double entry work is not needed anymore.

AXIND have made a very clear system and the layout is attractive and easy to use. It has been a very good solution for us and we have left behind our Excel factory”.

### Conclusion

Garcia has been using ChainReaction for two years and they are very happy with the program.

Garcia has seen improvements for the whole company at all levels. Work flows run more smoothly. Across job functions they calculate that they are over 20% more productive, saving hours each week.

ChainReaction has definitely saved them time and money.

**Garcia say that :-**  
“AXIND were fully co-operative and quick to solve problems at every stage”.

**They were really supportive and helpful. AXIND were also really flexible and found solutions whatever the question even when it was late in the day”.**

