

World class Digital Asset Management for brand owners

No more logo hassle

The customers of work wear manufacturer Brandvis can now upload their own logo in any file format they like thanks to a XML Server solution from Northmann. Brandvis no longer needs to edit the customers' logos, and customer support no longer need to explain, why a certain file format doesn't work.

Brandvis delivers a simple and efficient solution for companies looking for custom made work wear. And with the implementation of a XML server from Northmann it has become easy as well.

In a few steps companies needing high visibility work wear, special clothing for branding events or just wanting to provide their executives with custom made golf jackets can log on to Brandvis' website, choose design and colors, upload their logo and design their own clothing. In less than 24 hours Brandvis will create a 3D simulation demo, and once the client has approved the design he will receive a unique customized sample within seven days – anywhere in the world.

This process requires speed. By choosing a solution from Northmann Brandvis has eliminated what was probably their most time consuming point of failure in the business process. Before customers had to use a specific file format, when uploading their logo, but the XML server from Northmann allows Brandvis' customers to upload their logo in any graphic file format.

»It used to be a nightmare. We are mostly dealing with non-technical people, and they would upload any file format and then call our customer support asking why their logo didn't work,« says John McHugh, Chief Operating Officer of Brandvis.

Speed is key to success

John McHugh is based in China about an hour's drive west of Shang-

hai, where Brandvis has a wholly owned assembly unit to carry out all stages of design, sampling and manufacturing. By owning the plant instead of outsourcing Brandvis is able to meet its own goal of fast delivery and production of the garments in quantities as small as 25 samples.

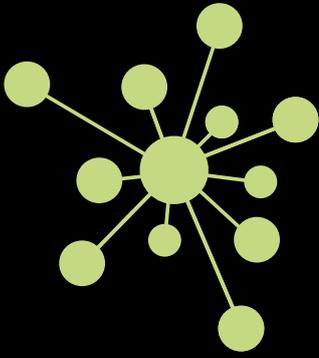
»Our turn-around is quite short: Seven days for the sample and eight weeks for delivery, and that is even in multiple sizes. But you don't want to spend too much time hassling with a logo for a 50 unit batch, so the solution from Northmann solves a huge problem for us,« he says.

Transparency made easy

Getting the file format right wasn't the only challenge for Brandvis. The company also wants to make sure that the logos look right on the clothes. CEO Bruce Basheer explains:

»We have 21 colors to choose from, and you would be surprised by the combinations some people pick. But if they choose a white jacket, and the file with their logo has a red background, they want that background to be transparent. Now the customer can define the color they want to be transparent and the XML server takes care of it. Before we had to redo their logos manually which used to be one of our biggest issues,« he says.

Today the customers only have to make sure that the resolution of their logo is 300 dpi.



»Now they can upload any file, and then the Northmann XML server picks out the colors and gives us the ideal format. It runs purely through their XML server with no need for plug-ins of any kind, and it's working very well,« says Bruce Basheer.

Phenomenal savings

Brandvis was established in Ireland in 2005, and after a good start in the UK they are ready to expand.

»We have set sails for the US and Canada, and while our customer support could handle the logo hassle with the existing business they would never be able to manage our growing business without the Northmann solution. It gives us phenomenal savings, and we get great advantages from the way it manages and stores information. It's a project development tool saving us a lot of time and effort,« says John McHugh.

A tool that was installed without any hassle at all. »We were working with Northmann's software engineers here in the UK. They were very proactive,« says Bruce Basheer.

Northmann XML Server – open for integration

The Northmann XML Server features integration with customers content management systems, e-commerce systems, logistics, catalogue and automated ad production systems. The XML Server handles batch processing of all types of media files, including individually processed images for web, presentations, laser print or offset print - processed according to requests from the external systems.

Northmann A/S

Northmann A/S develops intelligent Media Management Systems. Supplier to some of the world's leading brand name companies, such as Lego Systems A/S, TripleArc Ltd. (Virgin), IKEA, SCA (Liberio, Libresse, Edet), Göteborgstryckeriet AB and many more.

Northmann's unique Digital Master Technology, where images are stored along with any clipping paths and color corrections, offers a

high degree of flexibility. Having only one digital master means that you avoid storing duplicates and thereby eliminating the risk of using the wrong image.

Our philosophy is based on delivering intelligent and user-friendly solutions that clearly and directly prove their profitability to our customers. We work with rationalizing processes and securing quality, regardless of the medium involved.

Northmann's successful track record builds on many years of experience with IT, software development, prepress and the graphic industry in general. CEO Søren Pedersen sp@northmann.com

Brandvis

Brandvis design, development and supply mass customized corporate work and casual wear of high quality using the most efficient supply chain possible.

Brandvis can globalize a mass customized product in days. The software gives global branded companies, the ability to develop mass customized work wear and corporate image wear that can be made, delivered anywhere in the world, incorporating all size guidelines, for a fraction of the cost of traditional customized clothing.

www.brandvis.com

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