

Streamlining Material Development
for the *World's Leading Brands*



Cocona Integrates TEXbase to Drive Innovative Fabric Technologies

Cocona, providing a cutting-edge, environmentally focused textile technology, needed a solution that would enhance their ongoing innovation and fiber development. Cocona creates fabrics infused with activated carbon from coconuts to create materials providing UV protection, odor absorption and evaporative cooling. TEXbase, the industry leader in providing collaborative software focused on material innovation, was the perfect fit for Cocona to streamline their production of revolutionary fabrics.

“TEXbase is golden; it allows us to react faster in the industry and allows our customers to have over 1000 fabrics at their fingertips – TEXbase closes deals for us”

– Brad Poorman, Cocona President.



CHALLENGES

- Cocona risked brand and product quality deterioration due to incorrect specifications from their mill partners.
- Cocona needed a solution that was more efficient and effective in managing the process to assist mill partners to remain in compliance with their certification specifications.
- Cocona was faced with the potential of longer and delayed product development lifecycles due to the increased time and management of the certification process.
- Cocona required a system for their downstream brand customers to efficiently determine current availability of Cocona fabric samples and lacked an effective communication with those customers to fulfill their needs.

SOLUTIONS

- TEXbase provided Cocona with the ability for mill partners to file all fabric certifications electronically through the web-based system, which dramatically reduced the time and increased collaboration with mill partners on certifications.
- TEXbase provided Cocona's mill partners with the ability to view the status of all individual submits regarding certifications, creating further efficiencies in the system.

RESULTS

- Increased integrity of certification specification data leading to faster development and deployment of new fabrics and products to downstream customers.
- Cocona integrated the TEXbase technology to create an online fabric library, allowing brand partners the ability to view inventory levels and order sample fabrics in real-time, which provided more accurate inventory data and accelerated sample turnaround.
- Winner of 2007 Outside Magazine 'Green Gear of the Year Award' with fabric developed for GoLite's DriMove Seamless Top.