

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



## NatureWorks Chooses TEXbase to Manage Worldwide Ingeo Fabric Platform

NatureWorks LLC is the first company to offer commercially available biopolymers derived from 100 percent annually renewable resources that compete with oil-based fibers and plastics. The company applies its technology to process natural plant sugars making NatureWorks biopolymer, which is then used to make and market products under the Ingeo brand name. All fabrics, finished products, and supply chain partners using Ingeo fibers must meet strict usage requirements and be certified and licensed by NatureWorks.

**“TEXbase manages our global Ingeo fabric platform including all certifications, mill licensing, and product accreditation - No other system out there can do this.”**

– Steve Davies, Global Marketing Director



### CHALLENGES

- Required a robust solution to manage fiber, yarn, and fabric details including the capture, tracking, and archiving of all critical data pertaining to fabric and mill partner certifications
- Wanted a solution that would allow internal sales teams' access to real time product and certification information
- Needed the ability to showcase certified fabrics and mill partners easily
- Wanted a solution that could be easily outsourced to allow business team to focus on core business activities

### SOLUTIONS

- Selected TEXbase to manage fiber, yarn, fabric, and finished product libraries including the outsourcing of data input and output
- Empowered business development teams by providing real time visibility into product and mill certifications
- On Line Fabric Library deployed through Ingeo website allowing secure downstream customer access to certified fabrics and mill partners
- TEXbase's web-based solution was deployed in less than 8 weeks globally and is maintained on a daily basis by TEXbase's Professional Services team.

### RESULTS

- Clearer visibility into certification and accreditation processes has reduced brand integrity risk
- 75% reduction in time that it took for downstream mill partners to go through certification process accelerating development cycles and ultimately time to market
- Eliminated six month backlog of new certification applications in first six weeks of using TEXbase
- Increase of qualified leads as a result of inquiries to access online libraries in first year of deployment resulting in increased early market adoptions