

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



Under Armour Selects TEXbase for Textile R&D and QA

Under Armour's focus is the design, development, and marketing of technologically advanced, branded performance products. Under Armour's active wear and footwear are designed to wick perspiration away from the skin, help regulate body temperature, enhance comfort, mobility and improve performance regardless of weather condition. On a mission to build the best performance products in the world, brand and quality integrity are at the foundation of each and every product that Under Armour makes.

"TEXbase Allows us to do what we do best - *Innovate*"

– Bill Mickle, Director of Materials Management



CHALLENGES

- Required solution that could store, track, retrieve, and analyze performance specifications and test results
- Needed solution to effectively catalog massive inventory of development and production fabrics
- Needed to simplify the communication of specs and testing standards to mill partners
- Wanted improved visibility into critical data to allow for quicker reaction to market demands
- Required improved discipline and consistency regarding material development and sourcing

SOLUTIONS

- Selected TEXbase to manage all aspects of materials development including sourcing, lab testing and performance specifications
- Specification tools standardized communication with mill partners and made it easier for mills to understand specification requirements
- Performance specification cloning tools accelerated and improved material integrity and consistency

RESULTS

- Preparation of performance specifications is roughly 5 times faster than before; this has allowed the team to accelerate introduction of over 250 developments annually
- Real time visibility into materials, performance specifications, and test results has provided instant access to information critical to brand integrity not previously possible with existing software and systems
- Ease in specification cloning and templates allowed for fast transition to mandated government requirements for Fire Resistant materials
- Improved data integrity and consistency throughout material development