

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



## Unifi Adopts TEXbase to Manage Global Certification Processes

Unifi, Inc. (NYSE: UFI) is a diversified producer and processor of multi-filament yarns and related raw materials. Unifi now has a number of brands, including 'Repreve' and 'aio'. With the addition of branded products comes the requirement to maintain brand integrity.

**“TEXbase enables us to more effectively manage product certifications, reducing turnaround times by 50%, while increasing customer communication.”**

– Barbara Tysinger, Technical Marketing Manager

**UNIFI**  
www.unifi.com

### CHALLENGES

- Wanted to increase compliance to Unifi's strict manufacturing guidelines in order to ensure product integrity
- Needed to shorten the new product certification process in reaction to Unifi's customer's drive towards shorter product life cycles
- Wanted to empower sales teams with access to real time product information and vendor certifications
- Required a scalable solution to manage the rapidly increasing testing and certification data load
- Wanted a solution that could be easily deployed globally with minimal support required from the internal IT department

### SOLUTIONS

- Selected TEXbase to manage Unifi's global certification processes
- TEXbase's web-based solution was deployed in less than 3 weeks globally
- Empowered global sales teams to better serve the market with real time access to the latest product information
- Increased collaboration between Unifi U.S.A. and Yihua Unifi (China), by taking the previous database and email tracking and moving it to a web-based platform

### RESULTS

- Improved management and communication of product certification processes and expectations with mill partners, brands and retailers
- 50% faster certification time has enabled partners to shorten product development life cycles
- 50% reduction in document preparation and communication time