



## CASE STUDY:

### UNIFI® Depends on Texbase to Manage Global Certification Processes

Unifi, Inc. (NYSE: UFI) is a leading producer and processor of multi-filament polyester and nylon textured yarns. Unifi provides innovative, global textile solutions and unique branded yarns for customers at every level of the supply chain. Driven by innovation and committed to global product commercialization, Unifi's Brands include REPREVE®, PROFIBER™, UNIFIBER™ and many more trademarked innovations. Unifi has recycled more than 12 billion plastic bottles through partnerships with some of the world's leading performance apparel, footwear, and home goods brands.



“Texbase enables us to more effectively manage product certifications, bottle count verification, collateral and sales leads. Our turnaround time has been reduced by 50%, while increasing our customer communication and service”

- Barbara Tysinger  
Manager, Fiber Applications  
& Analytical Studies,  
Global Innovation Team

Unifi's commitment to drive product innovation by combining uncompromised performance with trusted sustainability through its yarns relies on brand integrity. The ability to confidently certify fabrics carrying the various Unifi brands quickly and accurately is paramount. Unifi uses Texbase to manage their global certification data, automatically captures supply chain information through a custom portal and shares certified fabric information through an online fabric library.

### Challenges

- Maintaining compliance to Unifi's strict manufacturing marketing guidelines to ensure product integrity.
- Customers' drive towards shorter product life cycles required a shorter product certification process by Unifi.
- Internal and external teams did not have access to real time data and certification information.
- Needed the ability to easily showcase certified fabrics and mill partners to their global target markets.
- Communicating status of pending certifications to mill partners was difficult to manage. Wanted to improve customer satisfaction and provide on demand visibility to pending certifications.
- Make it easier for customers to access bottle count information and collateral, while ensuring accuracy of data and reducing Unifi's reliance on manual process.



## Solutions

- Fully leveraged Texbase to manage Unifi's global certification processes.
- Empowered business development teams by providing real time visibility into product and mill certifications.
- Online fabric Library deployed through the REPREVE® website allowing secure downstream customer access to certified fabrics and mill partners.
- Developed and deployed a customer portal that streamlines the process of submitting new materials and finished products for certification while allowing customers to manage previously certified products and submit bottle count requests.



Unifi innovations requiring certification Include:

REPREVE®  
TruResist<sup>H<sub>2</sub>O</sup>™  
TruEffects™  
TruCool™  
TruTouch™  
TruFresh™  
TruBounce™  
TruColor™  
TruTemp<sup>365</sup>™  
TruClean™  
TruDry™  
TruInhibit™  
TruCover™  
TruShield™  
TruFlexx™



## Results

- Clearer visibility into certification and accreditation processes has increased brand integrity and mitigated risks.
- 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 improved collaboration both internally and externally.
- Created one comprehensive system that is accessible and updatable by both their internal teams and external partners.
- Increased qualified leads as a result of inquiries to the online library resulting in increased revenue and market adoption.

### About Texbase

Texbase provides compliance, quality and materials management software solutions that power great product experiences for the apparel, footwear, and consumer products industry. Texbase is a pioneer in cloud based business solutions and collaboration platforms that unite brands, retailers, suppliers, and testing labs that trace compliance and quality from raw materials to finished product.

