

02 - APPAREL DIGIEYE- CASE STUDY

DIGIEYE IS MANUFACTURED
IN THE UK BY VERIVIDE LTD

The Company

NEXT PLC

Next is a UK based retailer offering stylish, good quality products in clothing, footwear, accessories and home products.

Since the NEXT retail chain was launched in February 1982 it has had a major influence on High Streets throughout the UK, shaping the future of fashion retailing.

The groundbreaking mail order operation NEXT Directory was launched in 1988 with online shopping introduced in 1999.

Next distributes through three main channels: Next Retail, a chain of more than 480 stores in the UK and Eire; the Next Directory, a direct mail catalogue and transactional website with more than 2 million active customers; and Next International, with more than 140 stores overseas.



this case study

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02 – NEXT PLC – Enhanced Quality Control

THE APPLICATION: - Enhanced Quality Control

NEXT utilize the extraordinary level of detail achievable with the image capturing facility within the DigiEye system for the imaging and colour measurement of samples, which would be impossible to assess using a standard spectrophotometer.

THE TECHNICAL BIT

The calibrated camera captures data in RAW format for very high-resolution images. As the image is captured in controlled and consistent lighting, manufactured by VeriVide, the software can transform the RGB data from the camera into CIE colour space thereby enabling Colour Measurement of the item.

The software also contains a choice of Colour difference equations so that items can be imaged with and compared to an agreed standard item.

BENEFIT 1 - UNAMBIGUOUS DATA

Using the DigiEye system allows NEXT to provide unequivocal data for the speedy agreement of issues.

The ambiguity and subjectiveness is removed, allowing for an easier resolution of the problem.

Recently information from DigiEye was used to settle a colour issue on Khaki trousers. The trouser leg is cotton and was the correct shade of Khaki but the woven rip-stop lining, which should have been a good shade match to the main garment but was actually a different colour, more of an Olive Green, subsequently found to have been caused by the wrong pH in the dye bath.

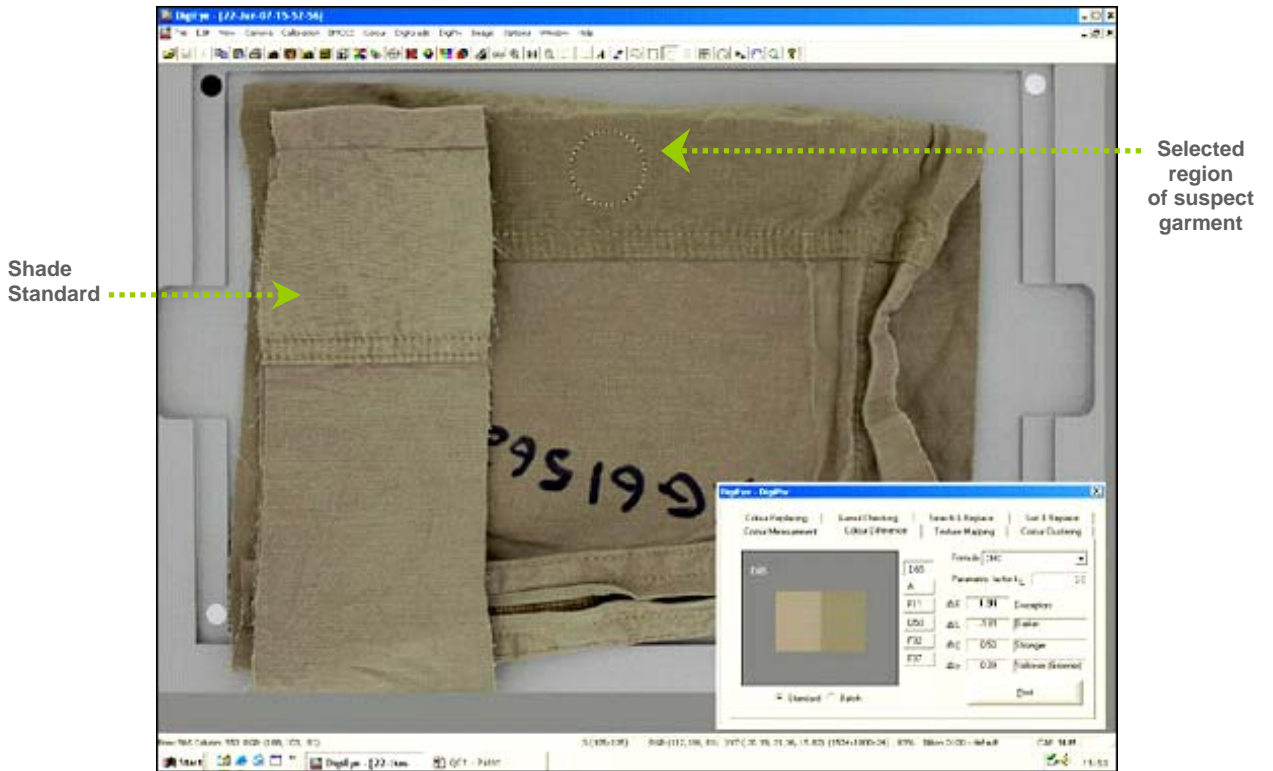
The evidential data from DigiEye was clear and unambiguous and not only resulted in an easier settlement of the issue but critically prevented faulty stock from reaching the stores or ultimately the customer.



BENEFIT 1 - UNAMBIGUOUS DATA

(from previous page).

The screen shot below shows a colour measurement of a selected region of the suspect garment in CMC 2:1. The colour standard to the left of the screen shot has been measured and confirms a Delta E of 1.8. The difference between the standard and the selected region is verifiable.



The second screen clearly shows the visible difference between the standard on the right and the out of tolerance fabric in sections of the garment. This second visual image, together with the supporting data obtain from the DigiEye System, can be sent electronically to the relevant manufacturer anywhere in the world. The ability to combine visual evidence with the supporting data is proving to be an effective and speedy method to highlight and resolve issues regarding shade.





BENEFIT 2 - HUGE POTENTIAL SAVINGS

Like many retailers it is the aim of NEXT to minimise the impact of customer returns.

Using DigiEye enables a problem with a product to be raised and communicated, eliminating the cost and time of shipping faulty garments back to the Head Office or the supplier.

Issues can be identified, supported by a digital image and quantifiable data and communicated globally via an extranet system within NEXT and their supply chain.

Each supplier will have their own password protected page and, with the unequivocal data, the communication will be clear and should avoid inaccuracies from the use of subjective information or mishearing through an agent or sales person who did not understand the initial issue.

This will lead to expeditious and amicable resolutions of quality issues, saving both time and money for which NEXT estimate a very substantial annual saving.

CUSTOMER RESPONSE

"DigiEye is ideal for our company as we offer an incredibly diverse range of product; obviously not just clothing and textiles but items for the home, footwear, furnishings, gifts and jewellery.

It is far superior for colour measurement than anything else available in the market as it is able to measure the colour of items for which an ordinary spectrophotometer is inadequate, for example it can easily cope with non-flat products such as shoes, ceramics, small trims and areas of print."

"DigiEye is able to measure the unmeasurables".

Martyn Jennings - Senior Colourist NEXT plc
June 2007

CHANGING THE WAY OF WORKING

Stock is now checked using DigiEye at the main warehouse to enable Buyers and Warehouse personnel to compare the newly received stock against the previously approved Gold Seal sample.

It is envisaged that this imaging of stock will ensure the product is correct for shipping to store, allowing faulty stock to be identified and communicated to head office and the relevant supplier within one hour and not within a week, prior to the use of the DigiEye system.

END OF CASE STUDY

CONTACT DETAILS OVERLEAF

DIGIEYE IN THE APPAREL SECTOR – GENERAL INFORMATION

The versatility of the VeriVide's DigiEye Imaging system provides an ideal tool for those in the apparel supply chain. The unique controlled lighting cabinet is ideal for capturing and measuring the colour of a range of product including lingerie, footwear, garments etc.

With the introduction of the Large Area Imaging cabinet, also manufactured in the UK by VeriVide, the range of products that DigiEye is capable of imaging and colour measuring has increased to include full outfits on a mannequin as well as adult sized hanging garments such as dresses, trousers and coats.

The standard DigiEye imaging cabinet is able to image and measure small garments and footwear and to assess lab dips and production hangers.

The DigiPix software can measure very small areas of colour, which are unable to be measured by a spectrophotometer, this is an invaluable tool for suppliers and retailers of printed fabrics and lingerie products containing mesh and lace fabrics.

DigiEye is also an invaluable tool for specifiers sourcing coloured components from different suppliers within a global supply chain.

It provides an accurate, comprehensive specification for both colour and appearance against which suppliers can assess the quality of their production batches prior to dispatch. The synthetic colour constant spectral curves generated by DigiEye help to ensure that all product components match in all specified lighting conditions.

DigiEye also provides a method of assessing the appearance of irregular fabrics such as Denim wash effects and can be used to set appearance standards for these.

DigiEye with the DigiPix software is ideal for the quality control of pile fabrics such as fleece, towelling, velour and heavily textured knitwear. The non-contact colour measurement of DigiEye ensures that the product is captured in its natural state, whereas measurement with a spectrophotometer would flatten the pile giving an inaccurate measurement.

The DigiPix colour replacement feature allows the colour of whole garments or even parts of a specific colourway within a print to be changed and viewed, with the excellent quality of the image, designers and buyers can easily select the required garments for their stores.

CASE STUDY 02



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