

Front cover (p. 1):

**Applied Textiles** (logo)

*Seeing the textile industry with new eyes*

Inside:

### **Improve your results**

Like most businesses, you're always looking for ways to reduce operating costs, streamline processes, improve customer satisfaction and increase market share. In a competitive market, these are business basics.

Applied Textiles has the expertise to help you achieve these goals.

You probably know Applied Textiles as a full-service textile processor and distribution operation. You may know about our tremendous warehousing capabilities and prime Midwest and West Coast locations.

Here's what you may not know: Applied Textiles is a leader in developing and managing the entire fabric supply chain. We know the textile industry, we know supply chain management – and we effectively coordinate the process to help you achieve your business goals. A pioneering company built on creative thinking, we offer textile mills, distributors and converters a wide range of strategic, tactical and technical skills.

Take advantage of our proven capabilities to *improve your results*.

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### **What is supply chain management?**

Here's a simple definition of a supply chain: It's the channel or pipeline used to get product from its source to the end customer. It involves all the players and processes you depend on to get product to market. It's comprehensive, including planning, forecasting, product development, procurement, order fulfillment, inventory management, logistics and value-add processing – along with the information technology that ties it all together. It's not just trucking and warehousing.

Because the supply chain touches nearly every part of an organization, it needs to be well managed. And well managed means well integrated. The more integrated the links in the supply chain are, the more versatile, efficient, competitive and profitable your company will be.

### **What is our role?**

Applied Textiles will tailor a solution to fit you, engineering the most efficient supply chain for your markets. We'll use our expertise to:

- Analyze your supply chain, distribution and market needs
- Assess how you can streamline your operations to reduce costs and improve your market position

Then we'll apply our broad industry knowledge, technical proficiency and supply chain capabilities toward a customized solution to improve your supply chain processes *and increase sales and profitability*.

### What's involved?

We'll begin with a **supply chain analysis** – a thorough evaluation of your operations, market needs and supply mechanisms. Then we'll give recommendations for revising, streamlining and otherwise improving various parts of your supply chain, including distribution networks. You choose which of these recommendations you would like to implement.

From this point on, we will customize a working relationship. Whether our partnership is slightly integrated or highly collaborative, Applied Textiles offers a range of valuable services to help you meet customer demands. The greater the collaboration, the higher the rewards to your company.

#### Chart:

**Applied Textiles and You** (top of left side)

**A Profitable Alliance** (top of right side)

Less collaboration		More collaboration	
- Warehousing	- Planning	- Cost improvement	- Supplier integration
- Shipping	- Logistics	- Consulting	- Demand integration
- Roll goods processing	- Performance reports	- Customer service	- Decision support
	- Cutting and slitting	- Quality control	- Value stream management
		- Cut-to-pattern services	- Product development
		- Supply chain visibility	

#### Sidebar:

### What results can you expect?

By working with Applied Textiles to change the way you get products to market, you can expect to reap the following benefits:

- More effective, simplified manufacturing operations
- Shorter lead times, JIT delivery
- Greater product versatility (value added)
- Increased demand for your products/services
- Access to new markets
- Larger market share, wider distribution
- Higher customer satisfaction

- Faster inventory turns
- Reduction in excess and obsolete inventory
- Lower internal costs
- Increased profits

### Information technology: the heart of the matter

In this digital age, companies wishing to compete must rethink and rework their use of technology in supply chain relationships. Applied Textiles offers technology solutions to support and enhance nearly every facet of your textile business. Capabilities include:

- Digital catalogs
- Fabric application data
- Customer service
- Warehouse transaction management
- Transportation management
- Cutting operations
- Integration with end-customer systems and processes

These systems give your marketing and operations teams – as well as your customers – access to our systems through a single, secure portal. End users will find it easier to work with your products, while you will be better able to plan for customer demands.

Our technology platform also allows us to develop custom and proprietary solutions quickly and easily. This option can expand your capabilities and name recognition in your target markets.

All of our solutions enable the kind of information sharing that’s critical to an efficient, responsive supply chain.

#### Diagram:

#### Technology Options

Your customers have a growing need for information, and you’re feeling the push to bring your information technology up to date. Applied Textiles’ wide range of technology options can put you on the leading edge.

Option	Description
Web Access <i>Level 1</i>	<ul style="list-style-type: none"> <li>• Allows you to access order status, inventory and shipment information in real time.</li> <li>• Information is accessible through multiple Internet connections (dial-up, virtual private networks, other proprietary networks, etc.).</li> </ul>
Customer Integration <i>Level 2</i>	<ul style="list-style-type: none"> <li>• Enables information exchange between Applied Textiles and your systems or your customers’ or suppliers’ systems.</li> <li>• Process supports various data exchange methods, including EDI, FTP (file transfer protocol) and XML (extensible markup language) and will be designed to ensure easy maintenance, reliability and low cost.</li> </ul>
Information Services <i>Level 3</i>	<ul style="list-style-type: none"> <li>• A seamless solution that integrates our business systems into your network, putting the full power of our technology in your hands.</li> </ul>

	<ul style="list-style-type: none"> <li>• System includes order management, inventory management and warehouse management capabilities. Options include hosting (eliminating the need for hardware on your end) or a full license (allowing you to operate the system within your business environment).</li> <li>• Offers the greatest flexibility at a low cost, as we provide all system administration.</li> </ul>
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**Sidebar/box:**

**Applied Textiles Service Overview**

**Supply chain management services**

- Consulting (supply chain analysis, cost reduction proposals, strategy, distribution, engineering, management)
- Information technology (custom supply chain management software/systems, e-catalogs, digital imaging capabilities)
- Customer service
- Forecasting
- Inventory planning and replenishment
- Product management
- Order fulfillment
- Cost/profitability management
- Quality assurance
- Logistics management (delivery, distribution)

**Distribution fulfillment services**

- Warehousing (receiving, inspection, sorting)
- Slitting, exact yardage, cut-to-pattern
- Custom packaging, labeling
- Cuts-for-approval service
- Stocking programs
- Freight and logistics management (including international)
- Customs brokering

**Textile processing services**

- Environmental backcoatings
- Environmental impregnations
- Environmental laminations
- Postponement

**Technical services**

- Fabric testing/reporting
- Certification
- Coating/lamination engineering and consultation
- Fabric furniture application

- Dye-lot management
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#### Testimonials:

“The supply chain distribution model that Applied Textiles created has been critical to helping us build substantial market share. That’s important to us as a relatively new mill in our selected market.”

--client name, title

Victor Innovatex  
Saint-Georges, Quebec

“Applied Textiles has facilitated JIT delivery as well as the ability to sell textiles in any form or finish that our customers request. Before calling on Applied’s expertise, it was impractical for us to deliver just-in-time with value-added processing from our manufacturing location.”

--client name, title

Milliken & Company  
Spartanburg, South Carolina

#### One more testimonial to come

--client, title

Steelcase Inc.  
Grand Rapids, Michigan

#### Back:

#### Pay us a visit

To learn more about what our supply chain management services could mean for your business, contact us or view our website. Come visit us. Learn what our expertise can do for you. Or request a proposal for specific services. We want to work with you to improve your business performance.

#### Applied Textiles (logo)

#### Headquarters

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#### West Coast operations

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