



# OPTITEX



## SCOTT SPORTS STREAMLINES DEVELOPMENT, SAVING TIME AND COSTS WITH OPTITEX 3D SOFTWARE



### AT A GLANCE

**COMPANY:** SCOTT SPORTS

**LOCATION:** GIVISIEZ, SWITZERLAND

**WWW.SCOTT-SPORTS.COM**

SCOTT Sports is a multi-sport company specializing in bike, winter sports, running, and motor sport equipment. Its products are sold through a network of 28,000 shops in 82 countries worldwide.

### GOALS

- Reduce the number of prototypes needed to save time and costs
- Help decision makers visualize designs in the final stage
- Speed up decision-making
- Eliminate discrepancies between design and implementation
- Present the collection in all colorways without creating all the samples

### BENEFITS

- Designers can fully visualize all aspects of a garment early in development to reduce number of prototypes. Instead of 2-7 prototypes, only 1-2 are now needed.
- Simulate all aspects of product early in design and development for improved decision making and accurate results.
- Enhanced marketing efforts with true-to-life 3D simulations in online catalogs and sales showrooms.

### SOLUTION

SCOTT Sports turned to the Optitex 2D and 3D suites to reduce the number of prototypes, improve communication and collaboration, leverage 3D content throughout their whole business, and speed up and simplify the decision making process for quicker development cycles.



**PASCAL DUCROT,**  
VICE PRESIDENT, SCOTT SPORTS

*“The biggest benefit of the Optitex software is in the development. We can see results of visualization much, much better and easier.”*



## 3D VISUALIZATION OPTIMIZES THE PRODUCTION PROCESS

Until recently, the company was using what Michaela Pokorna, an Apparel Designer at SCOTT Sports, calls a "middle-aged method." A prototype on a mannequin was marked with lines in order to figure out its measurements and then photographed back to front. The measurements and photos were then added to the design and spec sheets and sent to the factory. The process was time consuming, costly and imprecise, and many samples needed to be created.



Design approval also took a long time and began a year and a half before a collection was launched. Decision makers only saw 2D designs and it was difficult to visualize the end product. "Sometimes we lost beautiful designs, because people were not able to see it, to imagine it," says Pokorna. "And then we thought, 'okay we have to come up with something to help the people see the products in the final stage'. That's why we chose Optitex."



### SOLUTIONS

SCOTT Sports started using the Optitex 3D Suite in April 2014. After an initial training, the team has continued to receive support from Optitex including weekly meetings and an open line for immediate support. The "intuitive nature of the software," according to Pokorna, allowed other team members to quickly and successfully learn how to design using the Optitex software.



**MICHAELA POKORNA,**  
APPAREL DESIGNER, SCOTT SPORTS

*"Optitex shortens the development time. It's really helping to see things, and to decide faster."*



## BENEFITS

Optitex has helped the company make faster decisions and has offered an important tool for designers. "Costs have decreased by reducing the number of samples," says Pokorna. "The number of samples used to run as high as seven, and has now dropped to as few as one. It shortens development time."

Using 3D files over 2D files allows SCOTT Sports to be more precise in their designs and save costs because they don't have to do a photo shoot for each garment. Instead, Gerhard Mollenkopf, Division Manager of Soft Goods day, they use a 3D file. "We also don't need each colorway as a sales sample. We can show it to our customers via 3D file without having to produce it."

Optitex 3D tools are great "not only in the development process, but also great marketing tools that can be used later on in the sales process," says Pascal Ducrot, VP of SCOTT Sports. "We are now starting to implement these tools on our website catalog."

As SCOTT Sports becomes more familiar with Optitex, they plan to use Optitex on a more widespread implementation across the company.

"I believe in one to three years, we'll see full implementation and be able to use the 3D designs for direct development," says Pokorna.

Even Mollenkopf believes the company is moving into the 3D sphere. "We want to step into a larger group of people which are only designing and visualizing on 3D software."

**"For us it's clear," says Ducrot. "3D is the future."**



## ABOUT OPTITEX

Optitex empowers apparel and soft goods companies to revolutionize the way they develop, produce, and market their products. Optitex is the world's leading provider of an integrated 2D/3D software platform that enables customers to quickly create true-to-life 3D digital garments that inspire. Brands, retailers, and manufacturers can now view their collections in all styles and colors months earlier, and leverage digital garments to collaborate, market, and sell better than ever before. Since its founding in 1988, Optitex has worked to keep thousands of companies and tens of thousands of users at the forefront of technology, enabling them to greatly reduce their time to market and costs, and increase their competitive advantage.

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