

A Complete Solution for Brand Management.

Texbase provides the most advanced materials, testing and brand management solution for today's most innovative leaders in the apparel, footwear and consumer goods industry. Texbase is a comprehensive brand management tool that strengthens the relationship between Ingredient Brands and their customers by simplifying data management and facilitating downstream communication.

Materials Management

Testing Management

Fiber, Yarn and Fabric Libraries

In today's textile marketplace, the speed with which product sells is directly proportional to the speed with which information flows. In order to thrive in today's highly fragmented supply chain, companies of all sizes must streamline their processes to remain competitive and extend the reach of their brands to capture market share.



Supplier and Brand Collaboration

Certification Management

Hang Tag and Labels Management

One of the biggest challenges facing our industry is the daunting task of managing product data and information concerning downstream customers in a way that is accurate and timely. Your company has made a significant investment in the development of your brand. That's why it is essential that the use of branded products be carefully managed and monitored – allowing you to protect your investment and ensure that the brand achieves maximum marketplace exposure.

With Texbase your company will improve the efficiency of data management activities while expanding the reach of your marketing efforts resulting in increased brand awareness, stronger market demand and ultimately, higher revenues.

Texbase Allows Ingredient brands to work with partners and serve their needs and ensure consistent performance of their materials.

Texbase for Ingredient Brands Functionality

Fiber, Yarn, Fabric, Component and Finished Product Libraries

Automation tools that provide visibility to detailed company and contact data coupled with inter-related fiber, yarn and fabric libraries to increase efficiency and reduce cycle time for your team.

Certification Manager

Define and manage certifications, testing and documents related to product performance and licensing in one location. Create customized reports and documents that can be emailed to partners regarding certification status, product approvals and other pertinent brand usage information. Improve internal communication by providing your sales force with a detailed, searchable library of certified products, giving them the sales information they need to be most effective.

Collateral Management

Insure that only certified products carry your brand. Track and manage your global inventory of available marketing collateral, process online orders for hang tags, and ship to only approved customers.

Additional Automation Tools for Ingredient Brands

Partner Portals

Automated certification portals can further reduce the costs of certification and data entry by delegating the task to your partners. Through custom portals on your website your partners can submit fabric details based upon your requirements directly into your fabric library increasing the accuracy and validity of data by having the experts enter it. Tracking, processing and issuing certifications becomes simplified.

Collateral Portals

Partners can also order hang-tags and other branded collateral directly from a custom portal on your website to ensure only certified products carry an ingredient brand.

Global Fabric Library

Supplier and product information can be successfully leveraged for an even greater competitive advantage by making it available to potential buyers through your website. A Global Fabric Library provides the ability to create real-time links between the data stored in Texbase and your website. Online resource directories and secure, searchable textile libraries work for you twenty-four hours a day generating valuable, qualified leads and greatly expanding your global reach.

About Texbase

Texbase is a pioneer in web 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.