

# Under Armour Uses TEXbase to Fuel Textile and Apparel Excellence

Under Armour's focus is on the design, development, and marketing of technically advanced, performance products. Under Armour's activewear and footwear is designed to wick perspiration away from the skin, help regulate body temperature and enhance comfort while improving performance - regardless of weather conditions. Under Armour's mission is to build the best products in the world and TEXbase is the foundation on which their material quality and product integrity is built.

**“TEXbase is the critical foundation on which we build product. Whether you have a PLM or not, TEXbase fuels textile and apparel excellence and mitigates risk throughout the textile supply chain.”**

– Jeff Dorton  
Director of Materials



## CHALLENGES

- Struggled to store, track, retrieve and analyze data. Could not efficiently collaborate with mills/labs on performance specifications and test results.
- Unable to effectively catalog massive inventory of development and production fabrics.
- Suffered from disparate visibility into critical fabric and trims data which negatively impacted reaction time to market demands.
- Experienced explosive growth that created global inefficiencies in material development and sourcing processes.

## SOLUTIONS

- Selected TEXbase to manage all aspects of materials development including, lab testing and performance specifications (a Material Lifecycle Management solution that integrates with PLM).
- Implemented TEXbase Materials and TEXbase Connect shared vendor libraries.
- Added TEXbase specification tools that standardized communication with mill partners and made it easier and more efficient for suppliers to understand their unique performance requirements.
- Launched consistent workflow and global processes that fuel managerial excellence.

## RESULTS

- Issuing test requests and capturing lab data electronically using TEXbase Connect accelerated material adoption and speed to market.
- Real time visibility into materials, performance specifications, and test results provides instant, global access to information which is critical to brand integrity.
- Creating and signing performance specifications is in real time; increasing collaboration which allows for the introduction of 300 fabrics per season and supports over 600 developments annually.
- Improved data integrity and consistency throughout material development means less reactive management and more proactive innovation.