Semir, One of China's Top Ten Fashion Retailers, Adopts Gerber Technology's YuniquePLM

Semir, one of China’s top ten fashion retailers, adopts Gerber Technology's YuniquePLM to support its immense domestic growth.

Shanghai, China (PRWEB) September 25, 2014 -- Yunique Solutions ®, a business unit of Gerber Technology, has announced that Zhejiang Semir Garment Co., Ltd.® (Semir) has selected YuniquePLM™ to enhance its process optimization flow, improve supply chain collaboration, and increase speed to market.

Founded in 1996, Semir is a leading brand of casual adult and children’s clothing and has since grown to become one of China’s largest apparel brands. In 2014, Semir expanded beyond its well-known Semir casual clothing and Balabala® children’s clothing brands, adding Mongdodo® and Minibalabala® to their brand portfolio.

The Chinese apparel sector is currently undergoing a structural shift moving from a primarily export-based model to a more domestic consumer facing industry. To meet this growth in domestic demand, Semir is making moves to strengthen its supply chain management by consolidating its previously diverse and disconnected systems into a single view. Previously, its scattered systems posed challenges to quality and delivery controls, hindering the company’s growth ambitions. To overcome this, Semir has worked to adjust purchase patterns by working hand-in-hand with suppliers to jointly research and improve technology, fabric, and costs. By amalgamating its manufacturing to a few high quality suppliers, Semir has been able to better ensure the quality and timely delivery of its products and enhance its comparative advantages.

Semir’s company focus has been centered on strong product branding, supply chain efficiency, and economies of scale. To accommodate and address its bourgeoning and future business ambitions, Semir’s management team has looked towards implementing a powerful product lifecycle management (PLM) system.

Pingfan Zhou, president and general manager of Semir said, “After a year of careful examination and assessment, we have selected Gerber Technology’s YuniquePLM to strengthen our communication and collaboration between departments and suppliers and to ultimately increase our core competitiveness. We look forward to being able to fully control and comprehend the entire supply chain from planning, design, product development, and procurement to sales. All of these efforts are designed to offer the best customer-value products and experiences for Semir’s end consumers.”

Bill Brewster, vice president and general manager of Yunique Solutions said, “From creative inspiration to store shelves, providing retail data to the merchandising vendors and being able to guide design, Semir can truly align their product concepts with their business goals. Yunique Solutions’ collaboration with Semir, one of the largest fashion retailers in China, brings fresh vitality to this rapidly growing Chinese brand. The value of brand recognition has become increasingly critical in the progressively demanding domestic consumer market. Our team of industry experts and our longstanding track record with the world’s leading brands is a testament to our dedication to user satisfaction and product quality.”

About Semir Garment Co., Ltd.: Zhejiang Semir Garment Co., Ltd. was founded in 1996 in Wenzhou, China and went public in 2011. It is now amongst the largest garment companies in the world. Semir manufactures and retails casual and fashion wear for children and youth markets. It markets its products under the Semir and
Balabala brand names. Balabala first appeared in 2002 and is widely respected amongst China’s urbanite parents for its children’s clothing. The company operates 4,300 sales locations within China. www.semirbiz.com

About Gerber Technology: For more than four decades, Gerber Technology has been a world leader in providing sophisticated automated manufacturing systems. The company serves approximately 25,000 customers, including more than 100 Fortune 500 companies in the aerospace, apparel, retail, composites, packaging, furniture, technical textiles, specialty graphics and transportation interiors industries in 130 countries. Gerber’s products help users move faster, at less cost and with the highest quality.

Based in Connecticut, USA, Gerber Technology is owned by Vector Capital, a San Francisco-based, global private equity firm specializing in the technology sector that manages more than $2 billion of equity capital. Gerber Technology has been the world leader in providing sophisticated hardware and software systems to automate and more effectively manage product design and manufacturing processes with CAD software for pattern design, automated material spreading systems and computer-controlled cutting systems. The company serves 25,000 customers, including more than 100 Fortune 500 companies, in the aerospace, apparel, retail, composites, packaging, furniture, technical textiles and transportation interiors industries located in 130 countries. www.gerbertechnology.com

About Yunique Solutions: Yunique Solutions is the product lifecycle management business unit of Gerber Technology. YuniquePLM and webPDM software enables organizations to connect their creative teams with their supply chain to get the right products to market, on time and at the right cost. These systems can help businesses of all sizes accelerate time to market, reduce lead time and improve margins by managing the details of line plans, tech packs and samples and simplifying communication and collaboration with global partners. www.yunique.com

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