Team B

TEXstyle

Team B
service description

concept

A new shopping experience offering a highly customizable product to a fashion oriented community, backed up by ground-breaking technologies and the development of a fashion social network.

before starting

What there is to do

_ Define the zero collection's models

_ Design the models on Shima's software

_ Convert into 3d models

_ Program web-site with social network capabilities

_ Define Target and Price

_ Define HR responsibilities and line of command

_ Define Store Locations (precise location)

_ Define Production Location (precise location)

SDS-ONE APEX is what we need in order to create our collections

Important characteristics:

- 3d prototyping (no need for the very long and costly real sampling)

- Possible to use 3d image on the recorded video of the customer

- Directly possible to automatically translate validated design into machine language

Our idea is to create a 3d collection of variants obtained with the combination of subcomponents

model : SWG-X
gauge : 8G

model : SWG-X
gauge : 8G

model : SWG-X
gauge : 8G

For example for this specific dress concept the components would be:

Top part of the shirt → sub-dimensions: color, sleeves (long and short)
Bottom part of the shirt → sub-dimensions: pattern, color

We want to define all the sizes, colors and variants for each kind of garment .

In this way, every possible combination must be previously designed with Shima's Software, so, when a client create his apparel, he create a version that is existing yet in our library of Shima Machine Codes.
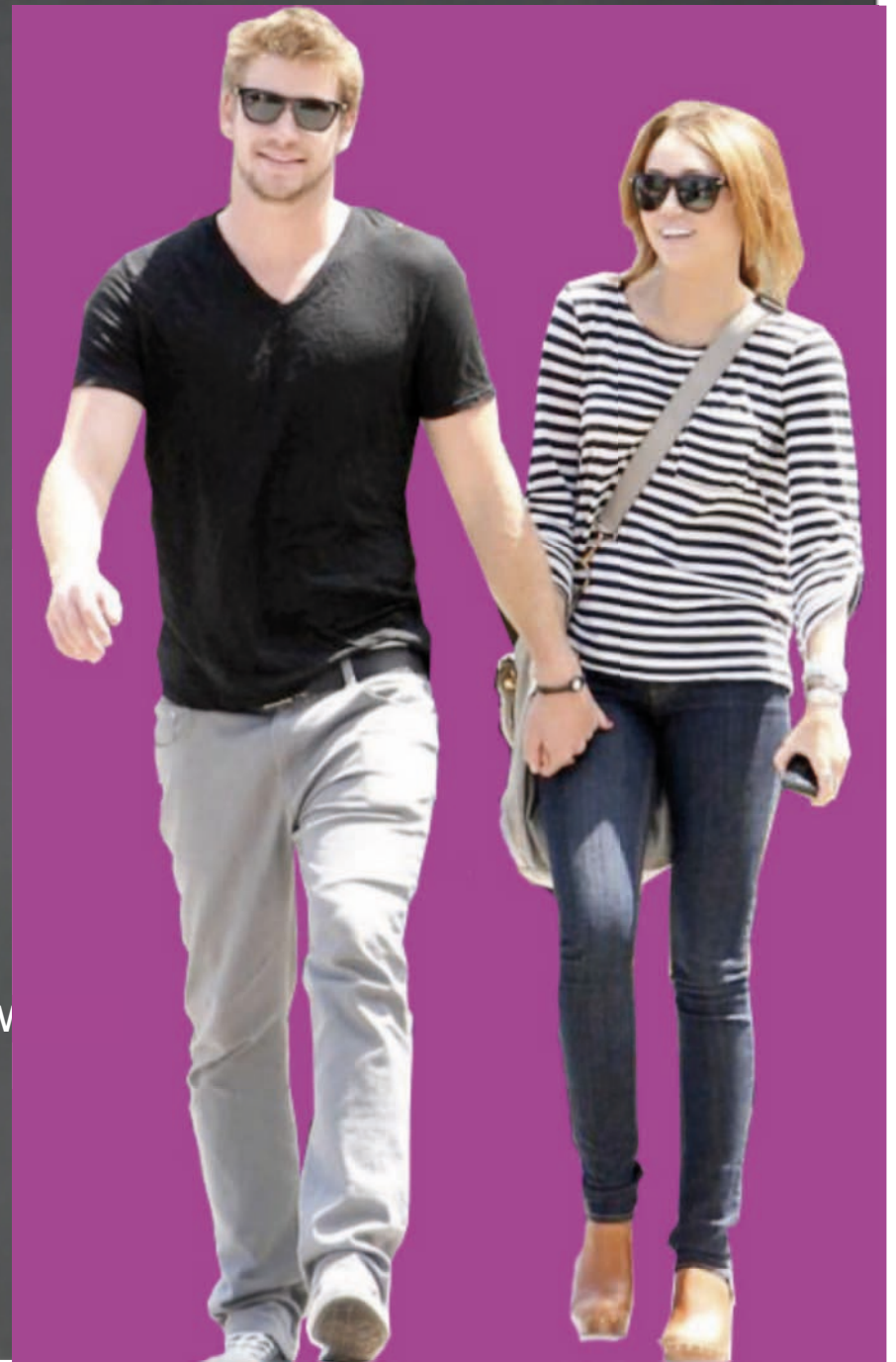
Due to this, it is not necessary that a technician draw the garment with shima sw according to clients needs, because what the client choose has a univocal machine code.

we can start

Our clients want a customizable garment.

They can start their shopping experience in 3 w

_visiting our shop(1);
_visiting our temporary shops(2);
_connecting to our website(3).

shop(1)/temporary shop(2)

Shop

In our project we think that is important to open a store in the centre of Milan in order to strengthen the image of our brand → **focal point of our identity**

However, it is not a traditional shop, since there are non garments on sale, but it is a place where clients can:

• create their video-avatar
• touch the quality of our fabrics
• watch our collections
• pick up the clothes that they have previously ordered.

Shop

The fashion experience provided by TEXstyle

0_Reservation
Before starting our fashion experience, our clients must book for his turn by web or by phone or directly at our shop.

activities	staff
reservation	multi-languages shop assistant (in case of reservation made by phone or directly at the shop)

Shop

The fashion experience provided by TEXstyle

1_Welcome and info
When the client enters our shop a staff member welcome him and explain him what to do, giving an ipad which will help him during the following steps.

activities	staff
welcome

description | shop assistant
(aptitude to talk to the customers explaining how the experience works) |

Shop

The fashion experience provided by TEXstyle

2_Video making and measurement
The client goes into the changing room and then he goes into the "recording room" for the video-making.
When he finishes the recording phase, the staff member enter the video-making room and takes measurement of the client (height, shoulders, torso's circumference, waist's circumference and hip's circumference).
The client can change himself again in the changing roomand then he can trim on an ipad his video..

activities	staff
measurement	shop assistant (skill in taking measurements)

Shop

The fashion experience provided by TEXstyle

3_Log-in
The shop assistant, under the client's supervision, create the customer's account and webpage and upload there the video and the measurements.

activities	staff
Log-in Upload	shop assistant (skill in using computer and technologies)

Shop

The fashion experience provided by TEXstyle

4_Consultation and info
Clients can freely consult our collections through an ipad and can touch and appreciate the quality of our fabrics.

activities	staff
Consultation

Info | shop assistant (aptitude to talk to the customers and skill in answering their questions about collections and fabrics) |

Shop

The fashion experience provided by TEXstyle

This experience lasts about 15/20 minutes.

1_Welcome and info → 4/5 min
+
2_Video making and measurement → 8/10 min
+
3_Log –in → 4/5 min

Phase n.4 "Consultation and info" lasts according to client's preferences.

Shop

The shop will be characterized by an up-to-date and refined design, according to the brand's image.

attention for details
Breill_Shangai
Studio63 Architecture+Design

linearity
Sigrun Woehr_Stuttgard
Ippolito Fleitz Group

technology
Prada Epicenter_Los Angeles
OMA

Shop

Layout

It will be constituted by:

_ two desks where the shop assistants wait for the client and create the webpages
_ one "shelf" where clients can pick up the garments that they have ordered
_ two changing rooms + two recording rooms
_ an exhibition area
_ back-shop

At least 60/70 m^2
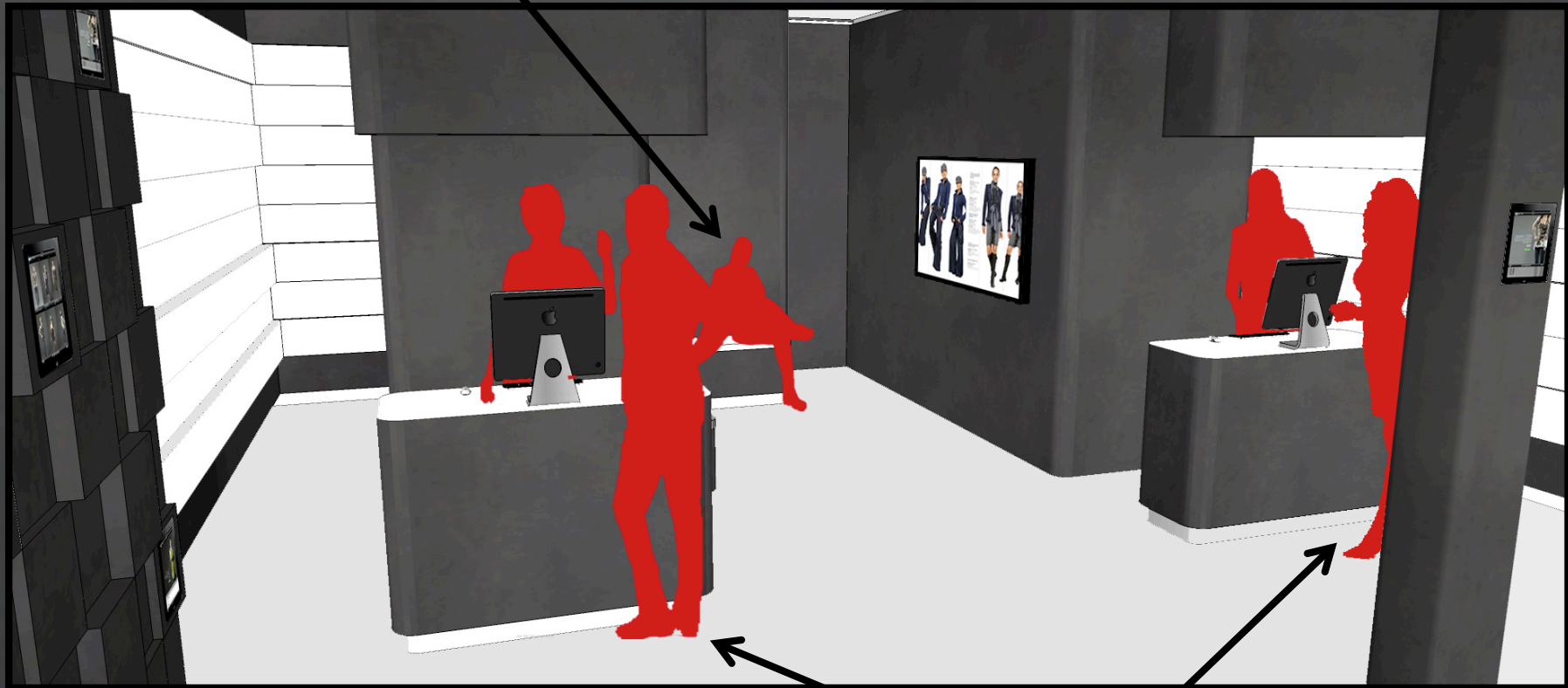
Staff

Two shop assistants

Shop

Our idea for our main store
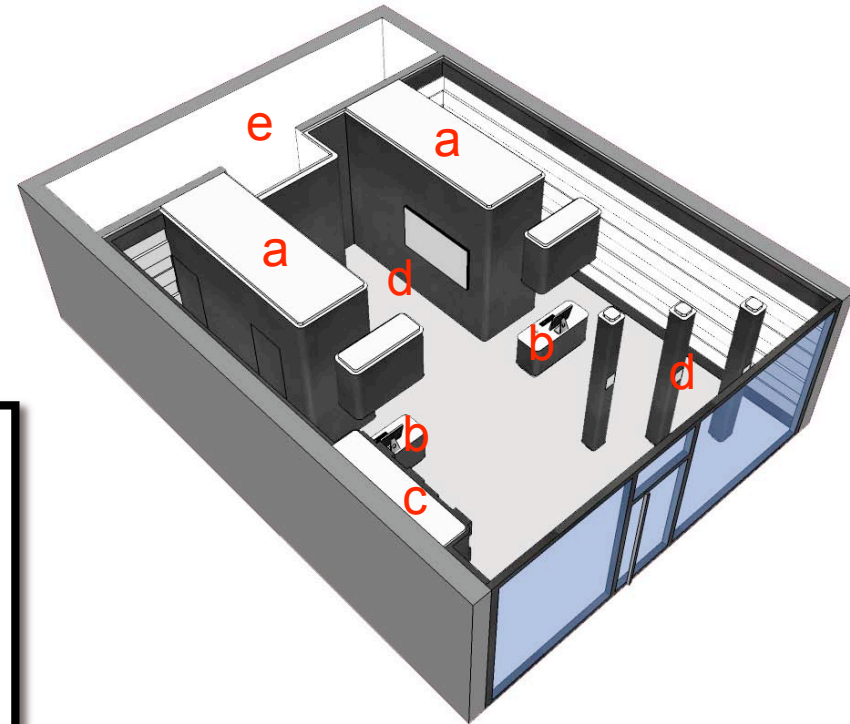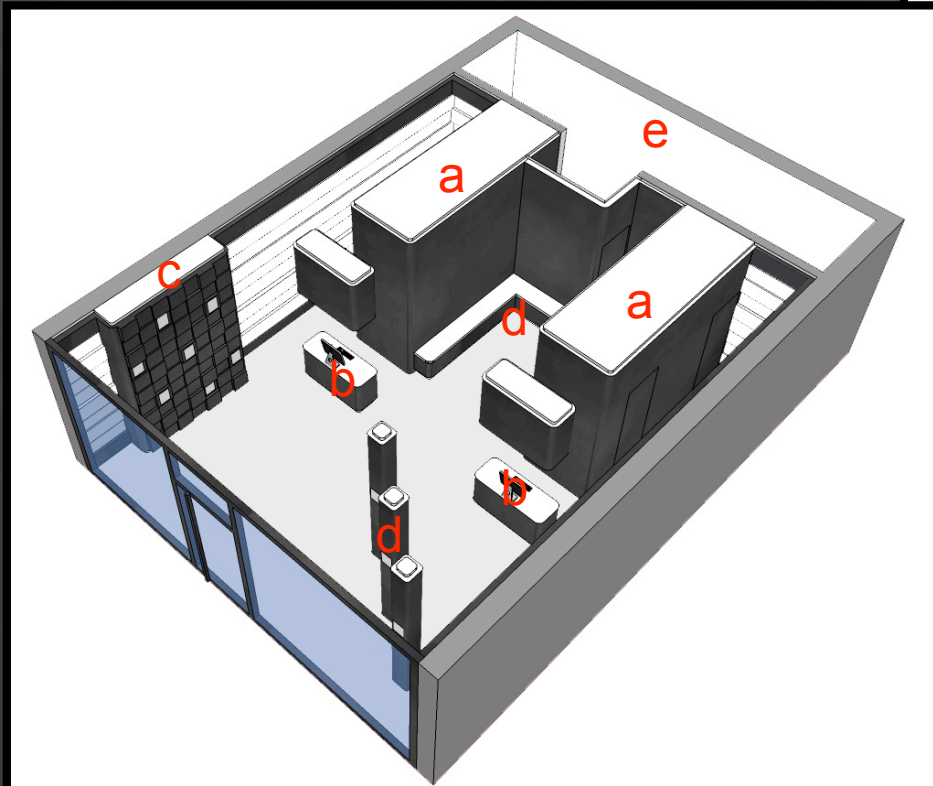
a_ dressing+video making room
b_ reception desk
c_ "pick-up shelf"
d_ exhibition and relax area
e_ backshop

Shop

customer at step n.4: **Consultation and info**,

people at step n.1: **Welcome and info**

Shop

customer at step n.3: **Log-in**

Shop assistant waiting for measuring the client
who is going into the dressing-video making
room

client at step n.2: **Video making and
measurement**

Shop

customers at step n.4: **Consultation and info**

customer at step n.1: **Welcome and info**

Shop

Everyone wants to visit our shop!

Temporary shop

In order to reach a wide diffusion of our brand through the market, a useful tool could be the creation of temporary shops.
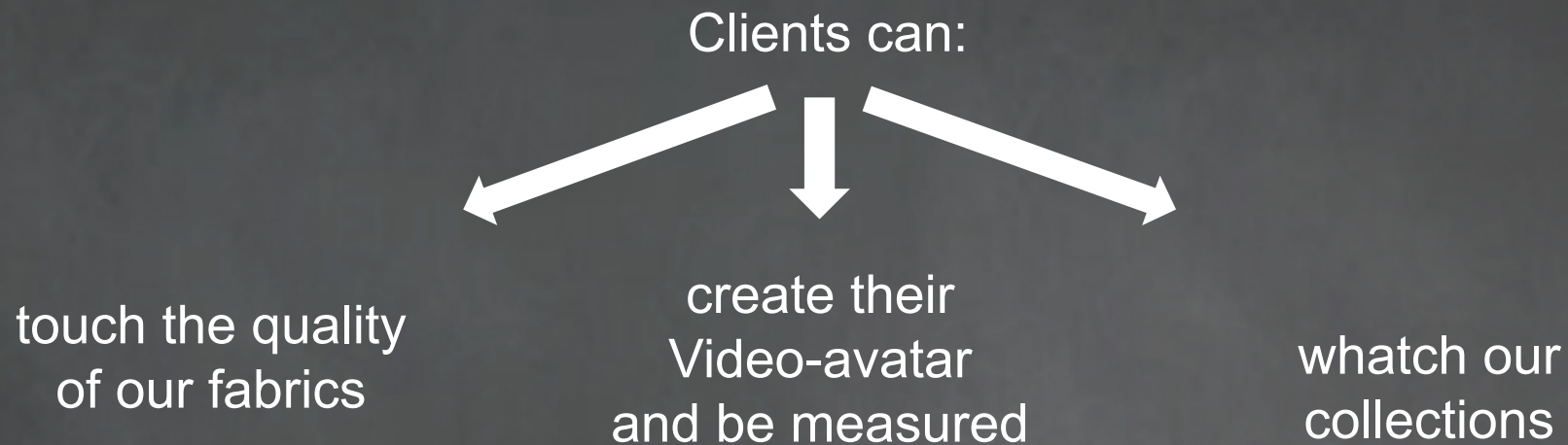
They can be located for a specific period of time in the most important places of a city (for example in the main square) or in places such airports or railways stations, where there is a great amount of people that can have a lot of free time.

Location and timing of our temporary shops will be communicated on the website in a dedicated area. In this way, clients know every time where they can find the nearest shop to go.

Temporary shop

Temporary shops will host more or less the same functions of the shop.

Clients can:

touch the quality
of our fabrics

create their
Video-avatar
and be measured

whatch our
collections

Among these activities, the most important is that our client can create here their video avatar and be measured by our staff.

Unlike what happens in our shop, where customers are requested to book their turn, here reservation is not necessary.

Temporary shop

1_Welcome and info

When the client enters our shop a staff member welcome him and explain him what to do, giving an ipad which will help him during the following steps.

activities	staff
welcome

description | shop assistant
(aptitude to talk to the customers explaining how the experience works) |

Temporary shop

2_Video making and measurement

The client goes into the changing room and then he goes into the "recording room" for the video-making.

When he finishes the recording phase, the staff member enter the video-making room and takes measurement of the client (height, shoulders, torso's circumference, waist's circumference and hip's circumference).

The client can change himself again in the changing room and then he can trim on an ipad his video..

activities	staff
measurement	shop assistant (skill in taking measurements)

Temporary shop

3_Log-in

The shop assistant, under the client's supervision, create the customer's account and webpage and upload there the video and the measurements.

activities	staff
Log-in Upload	shop assistant (skill in using computer and technologies)

Temporary shop

Temporary shops will have an up-to-date and refined design and they will be designed considering the fact they must be dismantled, reassembled and transported many times.

New York_Illy temporary shop

transportability

flexibility

Milan_Nivea temporary shop

Temporary shop

Layout

They will be a "miniaturized" shop in 25/30 m^2

The layout will be constituted by:
_ one desk where the shop assistants wait for the client and create their account
_ two changing rooms + two recording rooms
_ backshop

Displays will show the collection and our customers can touch and appreciate the quality of our fabrics.

Staff

Two shop assistants

Temporary shop

Our idea for our temporary shop
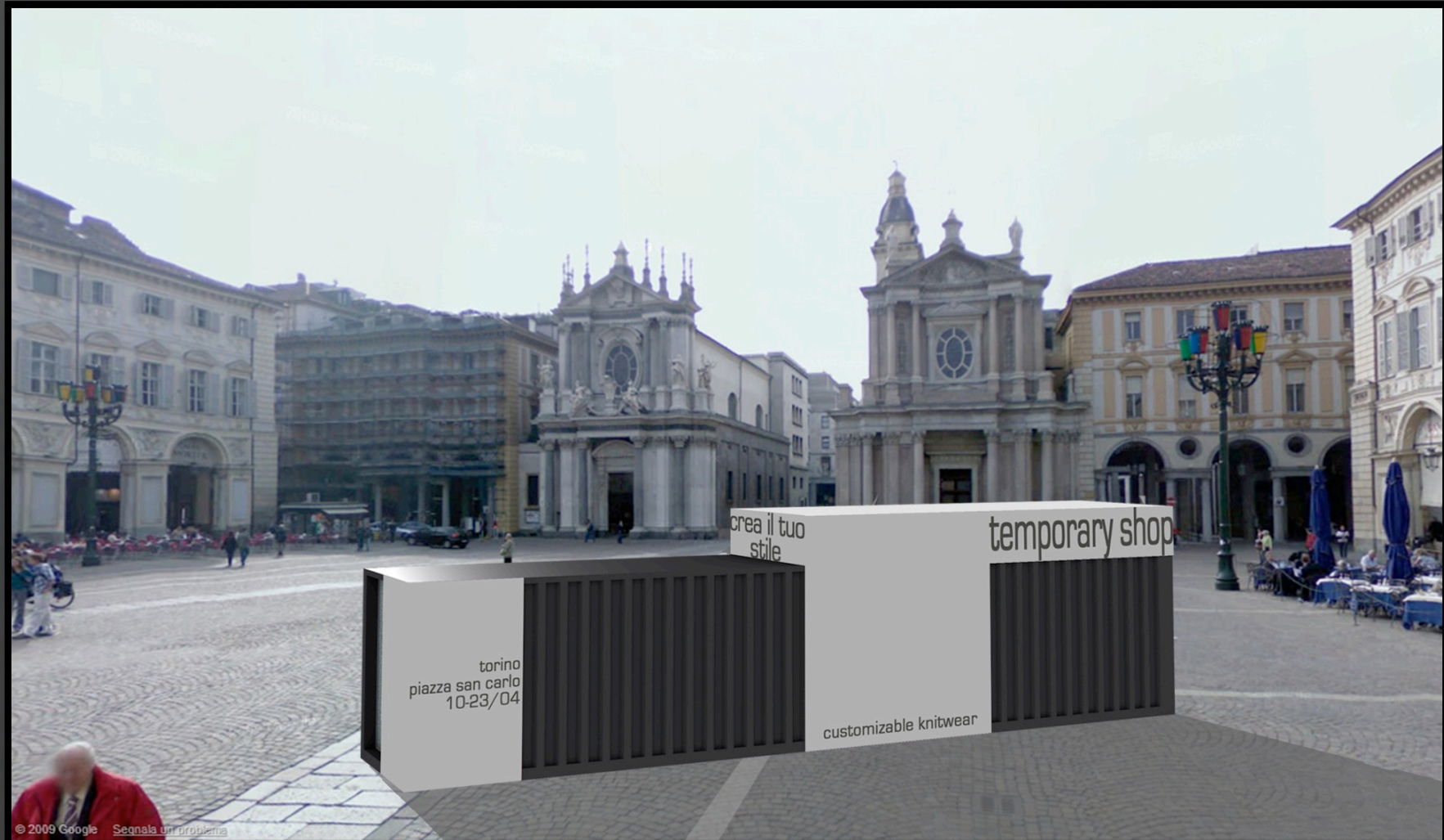
how the video-avatar creation works

Video-avatar creation_detailed description

The video avatar creation phase is the same for shop or temporary shop

Equipment needed

- Mirror equipped with a camera, controller box (with wireless) to manage the access to the camera

What does the customer see? There's someone with him or not?

- User can access the changing room and record his/her video connecting via wireless to the camera through the iPad (controller box will allow or deny the connection/utilization)

What does he wear during recording time?

- User will wear special dresses furnished by the store

Video-avatar creation_detailed description

Who places the motion tracking sticker dots?

- User will apply to his/her body special spots for the motion tracking (instructions are furnished by the iPad)

How do the user select the 10s video?

- User will start and stop the recording through the iPad: the camera will automatically stop the recording after 15 seconds.
- User will trim the sequence and confirm it as his/her avatar, or record another shot

What movements are allowed for the customer during recording time?

- Movements like putting the hands in front of the body (rotations, touching of the body) are discouraged

Video-avatar creation_detailed description
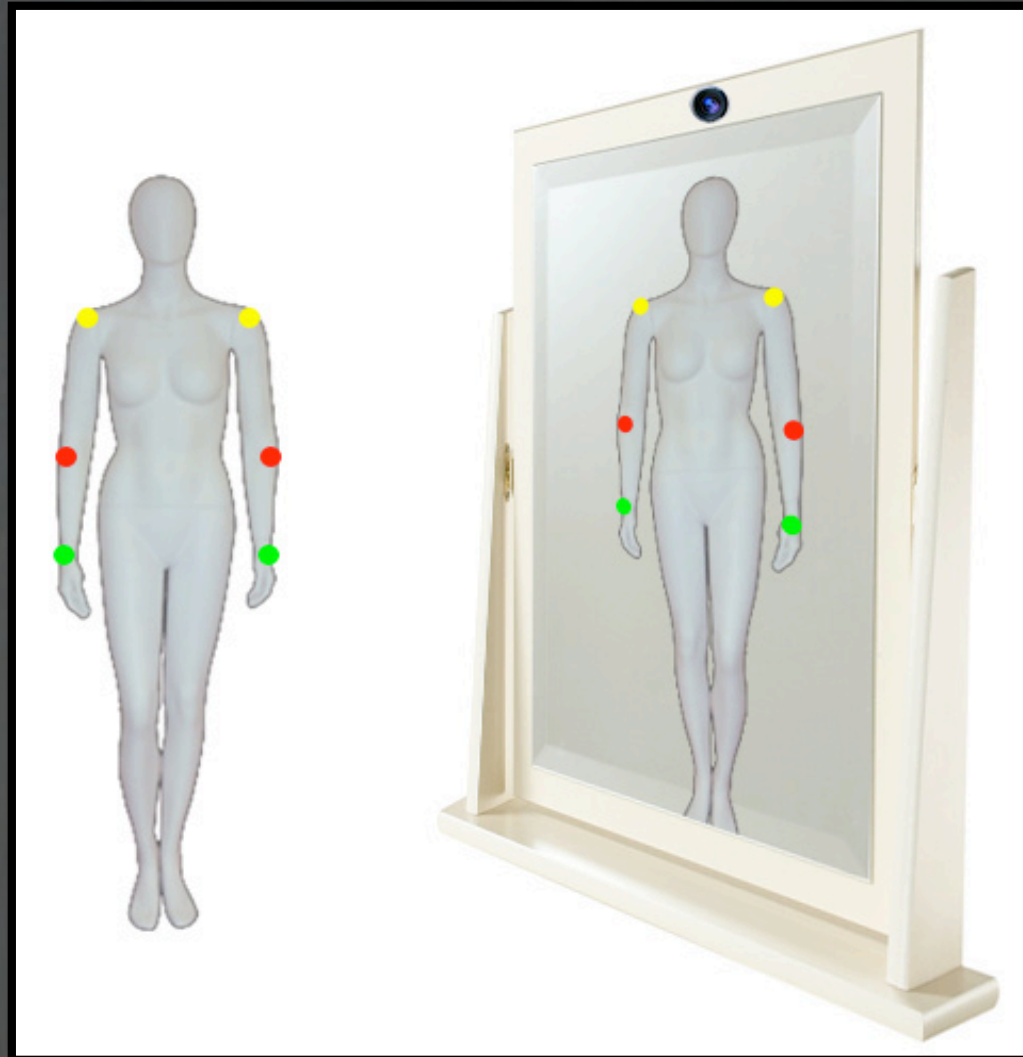
A high resolution camera permits an easier image processing, which will retrieve the information of the user's motion through the tracking of the colored spots.
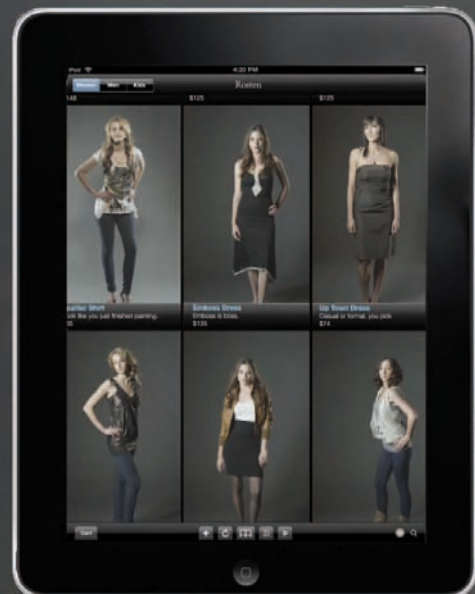
The 10s video is ready

How the video is saved?

– The video is uploaded on the server and associated to the user's account

What does the customer see after log-in?

– The video is visible whenever the user wants, and he/she can apply a demonstrative wearing to see if the avatar behaves correctly with the computer generated videos of knitwear
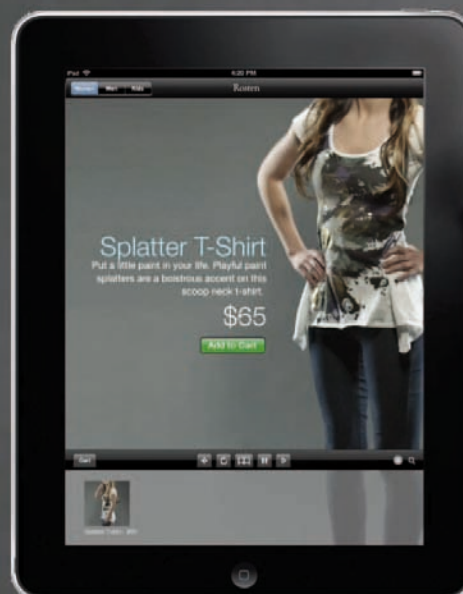
Website

For those people who don't have the possibility to visit our shop or our temporary shop, there is the opportunity to "start" their experience directly through their pc.

What they need is just a pc with a webcam and they must connect to our website and follow the instructions in order to create their image-avatar, clicking on "**create my image**".

In this case, the avatar will be constituted by an image and not by a 10s video and customer will find also instruction for the self measurement phase. (see "Image-avatar creation" slide)

After the creation of the image-avatar, customer can open his account and start to create his garments.

Website

Watching our website's homepage, clients can see different sections:

• **history** (description of the brand and of the company)
• **collection** (clicking here, clients can see the collection)
• **create my image** (clicking here, clients can create their image-avatar)
• **myprofile** (clients access to their account inserting their username
•and password)
• **store locator** (here there is the address of our shop and temporary
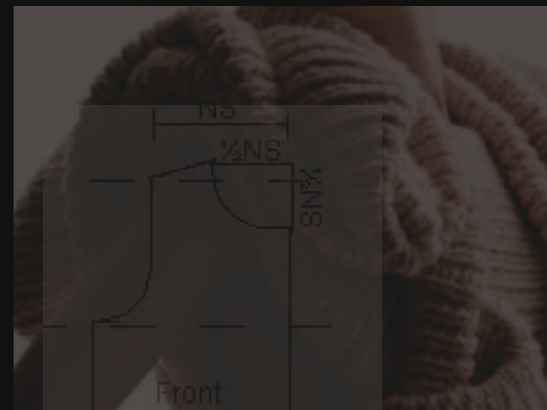• shop)
• **contacts** (contacts of the company)

TEXstyle

home | who we are | history | collection | My Texstyle | login | store locator | contact us | help

We place our finely designed templates at your creative disposal online.
create your image avatar, select ,match up and try on the individual cuttings for your very own knitwear .
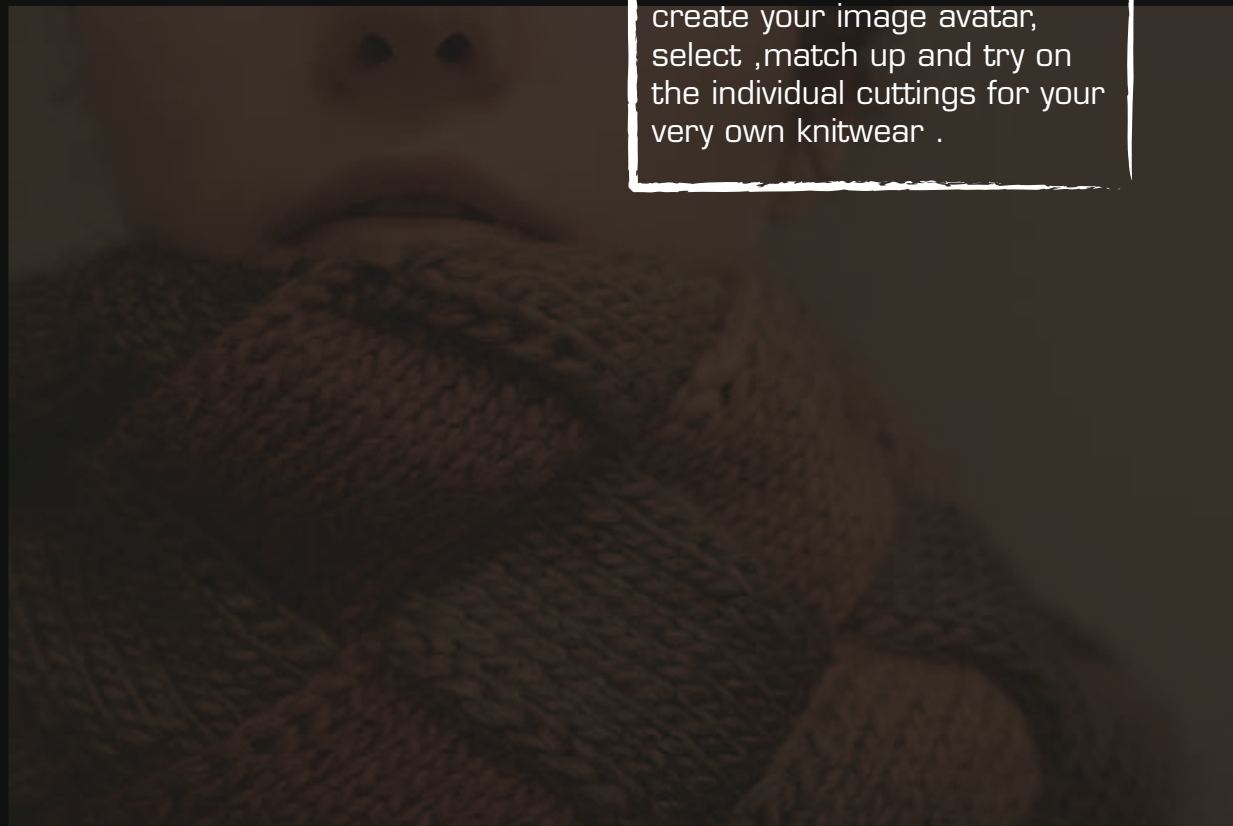
my TEXstyle design your own knitwear

The software has been successfully loaded.
Please choose your connection speed

LOW (modem/ISDN)

HIGH (cable/ADSL)

my TEXstyle design your own knitwear

> start my design

> create my image

> choose a category

> visualize

> share / acquire

> Info

> help

back to menu

my TEXstyle design your own knitwear

> start my design

> create my image

> choose a category

> visualize

> share / acquire

> Info

> help

* What will my creation look like?

* What is the time expectancy for order/design/process/delivery?

* Can I get some professional assistance online or by phone?

back to menu

my TEXstyle design your own knitwear

> start my design

> create my image

> choose a category

> visualize

> share / acquire

> Info

> help

Aaaah! I need HELP!

step 1. calm down :)
        everything is reversible !

step 2. get some help here by one of
        our professionals.

back to menu

my TEXstyle design your own knitwear

> start my design

> create my image

Registered user ?
>> Sign in to download your own avatar from
our website with one-click

New user ?
>> Click here to instantly create your image !

* download and print the spots

* place the printed body spots as
  suggested by the interface

> Info

* follow the rest of the instructions
  carefully

> help

back to menu

my TEXstyle design your own knitwear

User : `L.Zanotti81`

Password : `*******`

[Sign - in]

>> <u>download your avatar</u>

please choose your connection speed
low (modem/IDSN)
high (cable/ADSL)

>> <u>click here</u> if you can't access your account
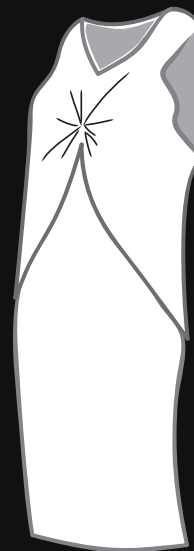
> help

back to menu

my TEXstyle design your own knitwear

Welcome Ms. Zanotti to your creative world!

my little workshop
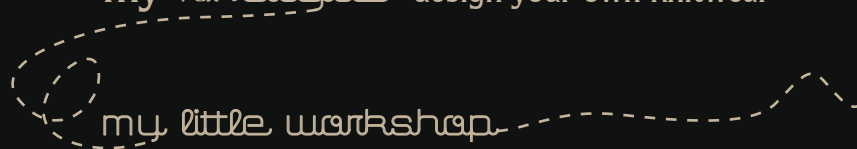
> choose a category > I design > visualize your choice > share > place order > ready to go

men
women > Top
kids

Dress > Choose a base template
from our zero collection >>

Skirt

Accessories

Patrizia
Laura
Emily
Daniela
Elisa
Veronique >>
Sandra
Marilyn
Claudine
Paola
Francesca
Isabelle
Ilaria
Celine
Nancy
Angela
Sara

> help > back to menu >

TEXstyle

my TEXstyle design your own knitwear

Welcome Ms. Zanotti to your creative world!

my little workshop

> choose a category > I design > visualize your choice > share > place order > ready to go

women > dress > base template veronique

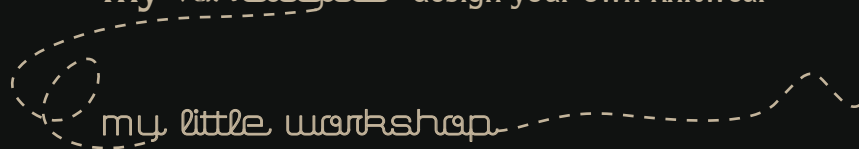

>> design your own dress
choosing from a list of options

>> visualize your choices first on 2D/3D,
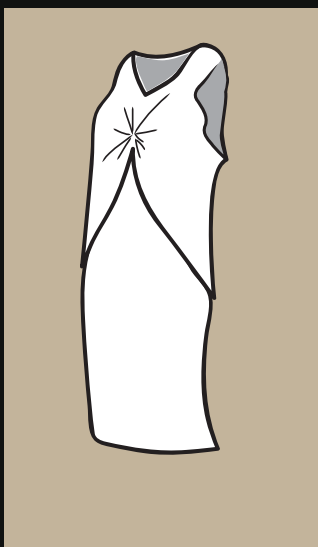and then on your virtual avatar

> help > back to menu >

my TEXstyle design your own knitwear

my little workshop

> choose a category > **I design** > visualize your choice > share > place order > ready to go

women > dress > base template veronique

Neckline	Sleeve	Skirt	Add-ons	knitwear patterns
polo	sleeveless	a-line	flounce	click here to visualize all the patterns
jewel	cap	full	low V-back	
bateau	short	straight	sexier sleeveless	knitwear yarns
square	elbow		square	click here to visualize all types of yarns
deep square	three-quarter		deep square	
scoop	long	**Length**	scoop	knitwear colors
deep scoop			deep scoop	click here to visualize all the colors
V		knee	V	
low V		mid	low V	
		long		

> help > back to menu >

my TEXstyle design your own knitwear

Welcome Ms. Zanotti to your creative world!

my little workshop

> choose a category > **I design** > visualize your choice > share > place order > ready to go

women > dress > base template veronique

Neckline

polo
jew
bateau
square
deep square
scoop
deep scoop
V
low V

Sleeve

sleeveless
cap
short
elbow
three-quarter
long

Skirt

a-line
full
straight

Length

knee
mid
long

Add-ons

flounce
low V-back
sexier sleeveless
square
deep square
scoop
deep scoop
V
low V

knitwear patterns

click here to visualize
all the patterns

knitwear yarns

click here to visualize
all types of yarns

knitwear colors

click here to visualize
all the colors
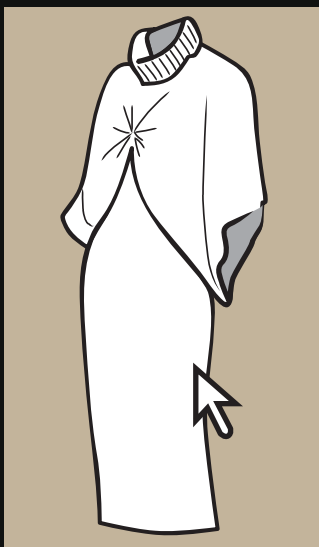
> help > back to menu >

my TEXstyle design your own knitwear
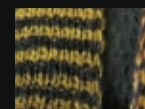
Welcome Ms. Zanotti to your creative world!

my little workshop

> choose a category > **I design** > visualize your choice > share > place order > ready to go

women > dress > base template veronique
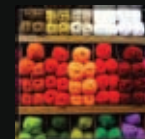
choose colors, knitting patterns and yarns

knitwear patterns
click here to visualize all the patterns

knitwear yarns
click here to visualize all types of yarns

knitwear colors
click here to visualize all the colors

> help > back to menu >

my TEXstyle design your own knitwear

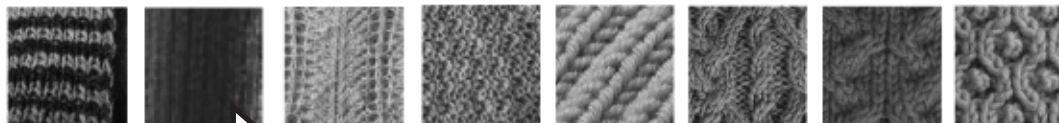Welcome Ms. Zanotti to your creative world!

my little workshop

> choose a category > **I design** > visualize your choice > share > place order > ready to go

women > dress > base template veronique

available knitwear patterns for Veronique

cashmere yarns
linear pattern CZ3

> help > back to menu >

my TEXstyle design your own knitwear
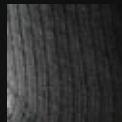
Welcome Ms. Zanotti to your creative world!

my little workshop

> choose a category > I design > visualize your choice > share > place order > ready to go

women > dress > base template veronique

selected pattern

available knitwear colors for Veronique

> help > back to menu >

TEXstyle

my TEXstyle design your own knitwear

Welcome Ms. Zanotti to your creative world!

my little workshop

> choose a category > I design > **visualize your choice** > share > place order > ready to go
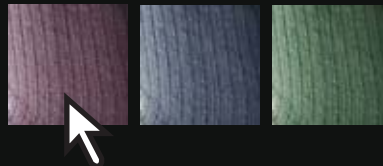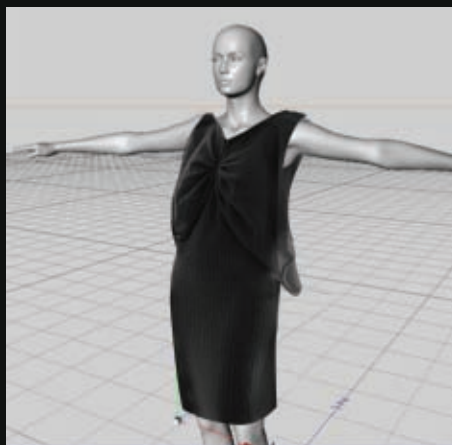
women > dress > base template veronique

visualize the selected elements
on a virtual avatar

>> rendering >>

> help > back to menu >

TEXstyle

my TEXstyle design your own knitwear

Welcome Ms. Zanotti to your creative world!

my little workshop

> choose a category > I design > **visualize your choice** > share > place order > ready to go

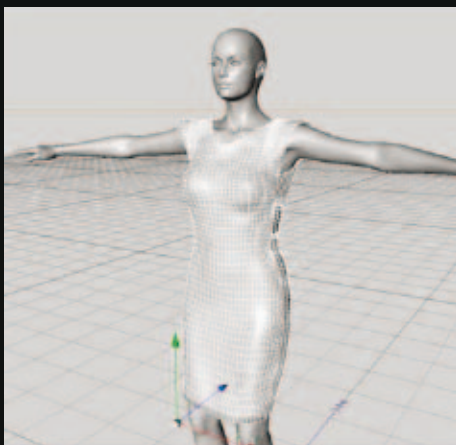women > dress > base template veronique

> help > back to menu >

TEXstyle

my TEXstyle design your own knitwear

Welcome Ms. Zanotti to your creative world!

my little workshop

> choose a category > I design > **visualize your choice** > share > place order > ready to go

women > dress > base template veronique

+

follow instructions to view it on your video avatar!
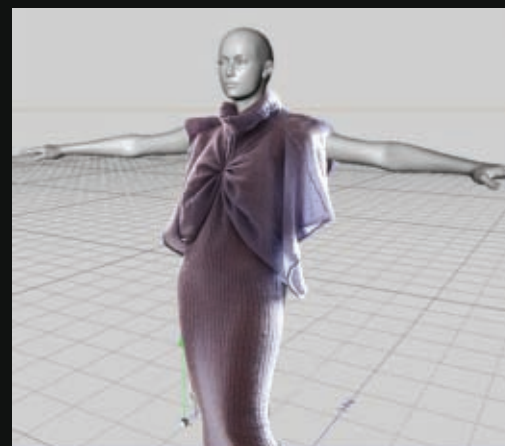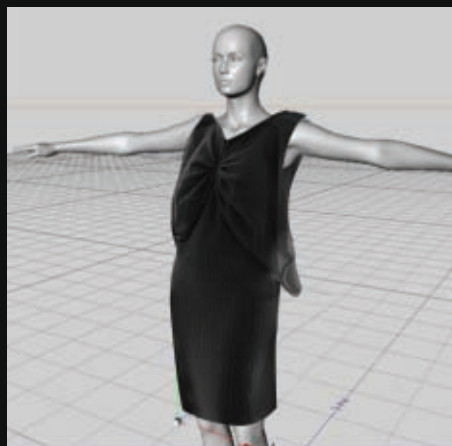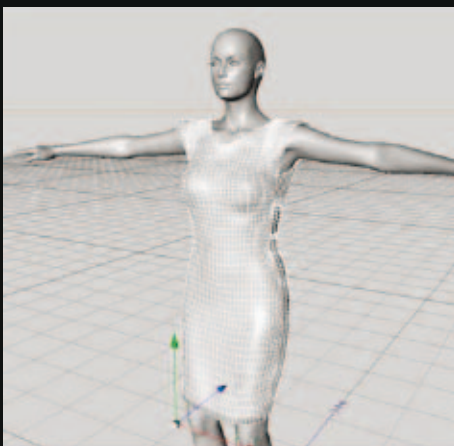

> help > back to menu >

my TEXstyle design your own knitwear

Welcome Ms. Zanotti to your creative world!

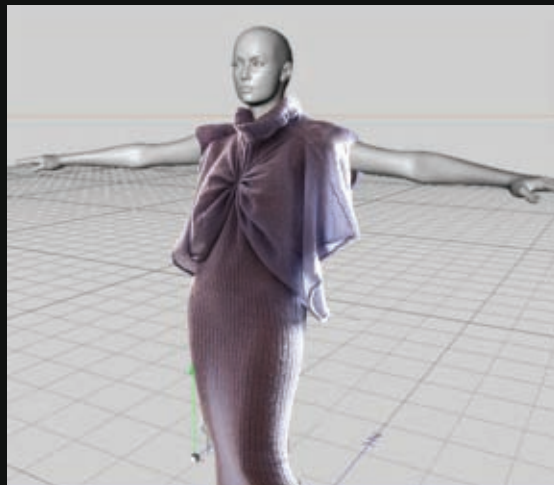### my little workshop
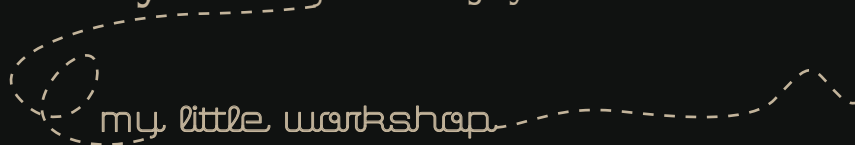
> choose a category > I design > visualize your choice > share > **place order** > ready to go

>> would you like to share it with friends?

>> place your order here

> help > back to menu >

how the image-avatar creation works

Image-avatar creation

What does the customer have to do with his web-cam?
How to "attach" rendered dress to webcam image?

1_ connect to our website

2_ click on "create my image"

3_ download and print the spots

4_ turn on the webcam

5_ calibrate the camera (user's silhouette must fit the silhouette proposed by the interface)

Image-avatar creation

6_ apply the printed spots to his/her body as suggested from the interface

7_ Start the count-down for the snapshot with special movements (like moving the hand on the upper right corner)

8_ Avoid the hiding of parts of the body (hands touching the body, crossed hands…) for the snapshots

9_ The rendered dress will be attached to the snapshot with the same method as for the video (instead of a sequence of frames, it will be done just for one frame)

After the first phase, consisting on the video-avatar o
image-avatar creation, our customers can
connect to the website and start the customization
experience from our templates
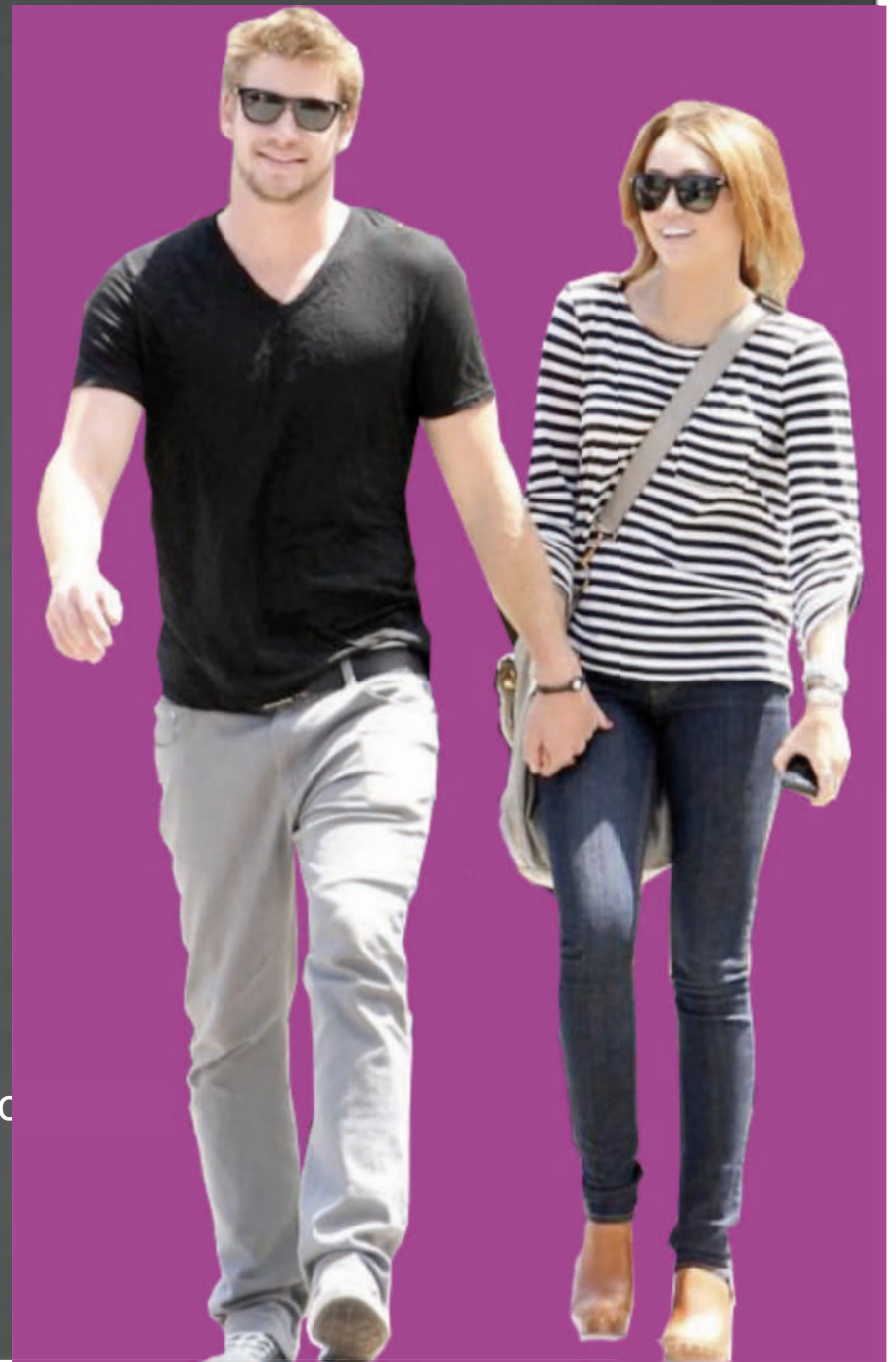
Image-avatar creation

The User Interface (UI) can be developed in:
- HTML 5 (natively supported by browsers, but not yet a de-facto standard)
- Adobe Flash/Microsoft Silverlight (requires a plug-in to be visualized, offers libraries for 3D rendering like PaperVision3D)

The best choice is to develop the UI in HTML 5, in order to be correctly visualized also from mobile devices (iPad, iPhone, Android) without the requirement of additional plug-ins.

Unlike HTML 5, Adobe Flash offers API & libraries that can be used immediately, so for the first prototype we suggest an implementation in Flash, considering that the code will need to be re-written as soon as HTML 5 will support efficiently 3D rendering libraries.

When the garment is created, there is the virtual-try on experience
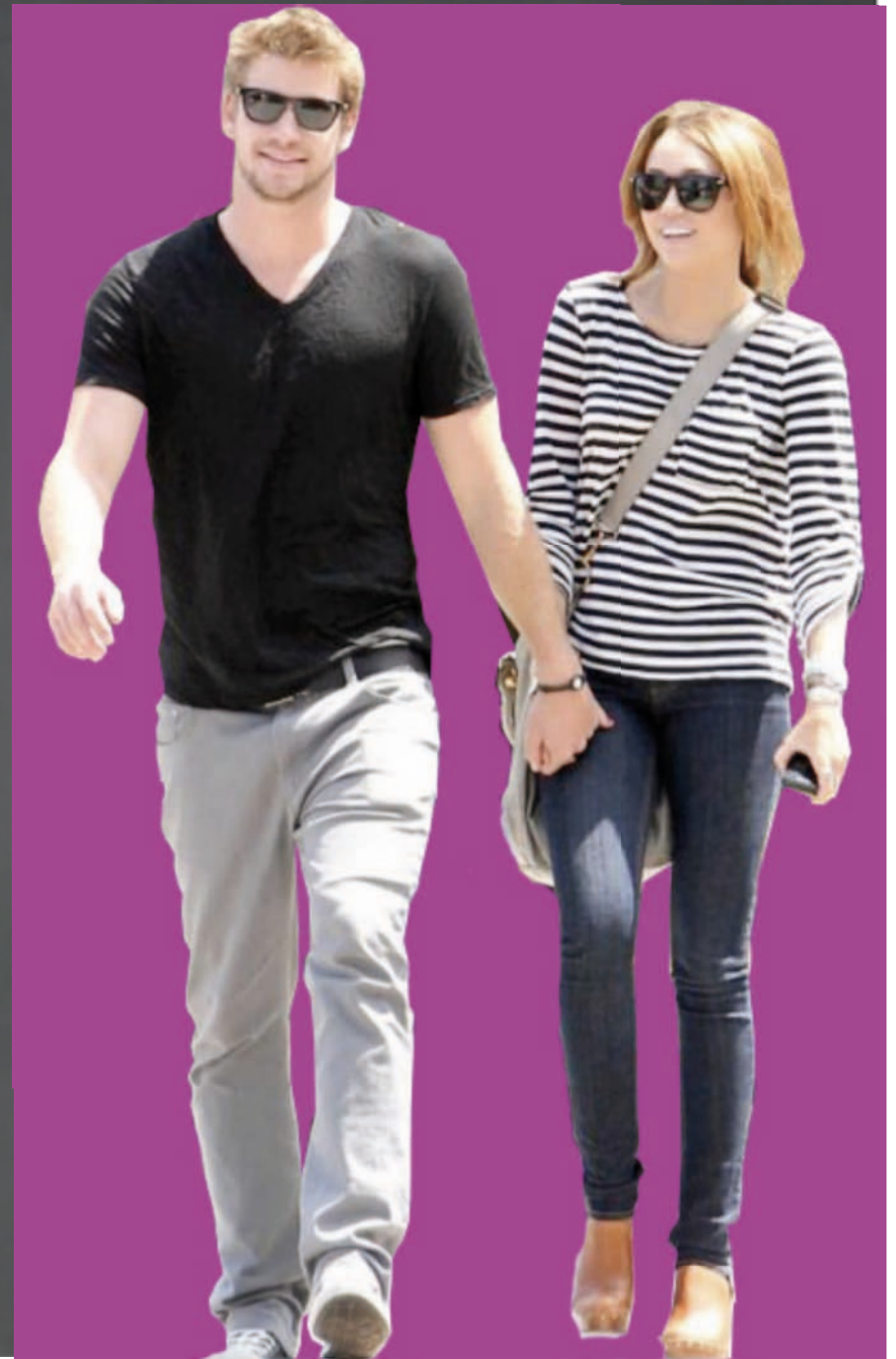
Virtual try-on

Before buying his/her creation, the user needs a visual feedback, possibly share-able with friends to have their opinion, in order to be able to decide whether to purchase it or make other changes.

Our solution is to merge together the video of the user (avatar), the motion tracking information, plus the computer generated video of the personalized model the user has designed; the result obtained is a video of the user wearing his/her creation, that can be shared, commented and voted within the user's social networks.

Motion tracking info

3D model tuned by the user

Video of the user's creation

User's video

Final visual feedback
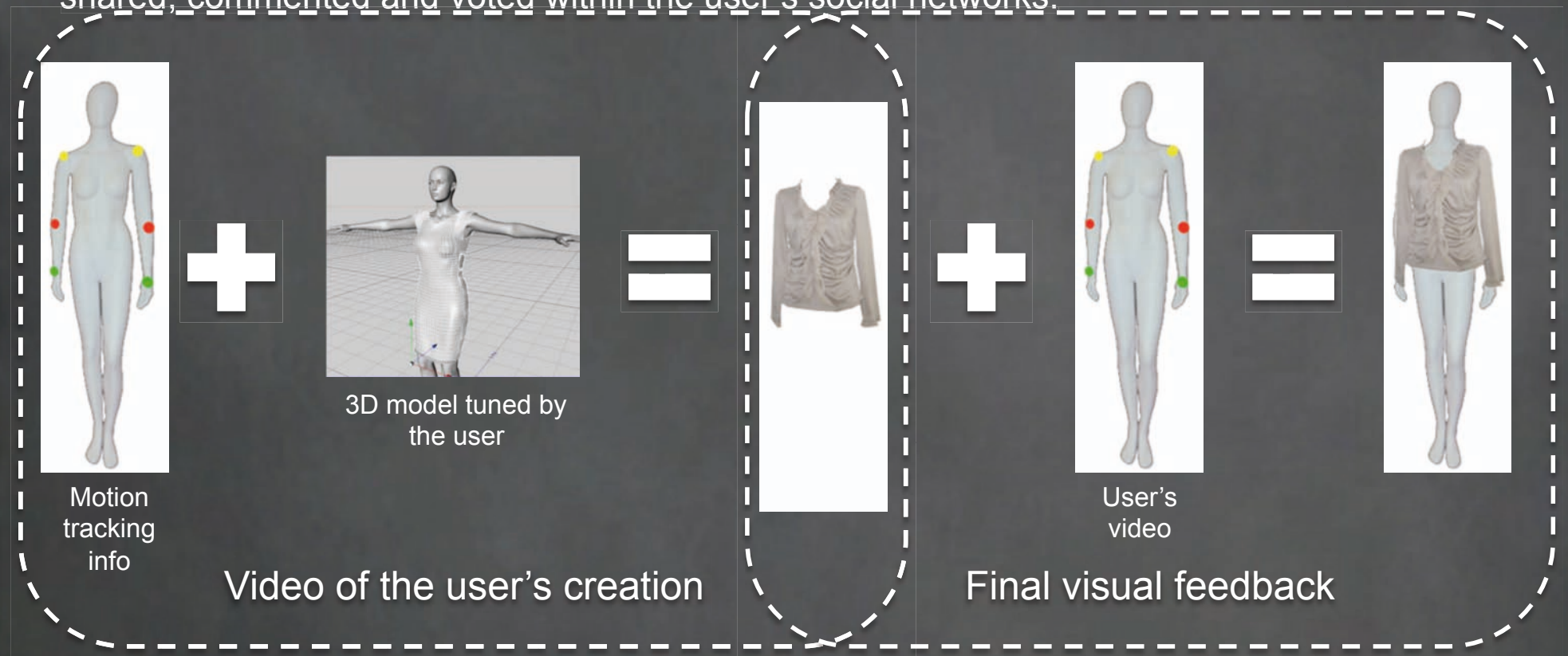
Virtual try-on

The user will choose one model among the ones available, and tune its parameters according to his/her tastes (color, accessories); the level of customization will depend on the model variables available to the user.

The models will be created once and accessed and modified by users; they will be used both to generate the Shima Seiki machine's code, and to generate the video of the knitwear to be overlaid to the user's avatar video.
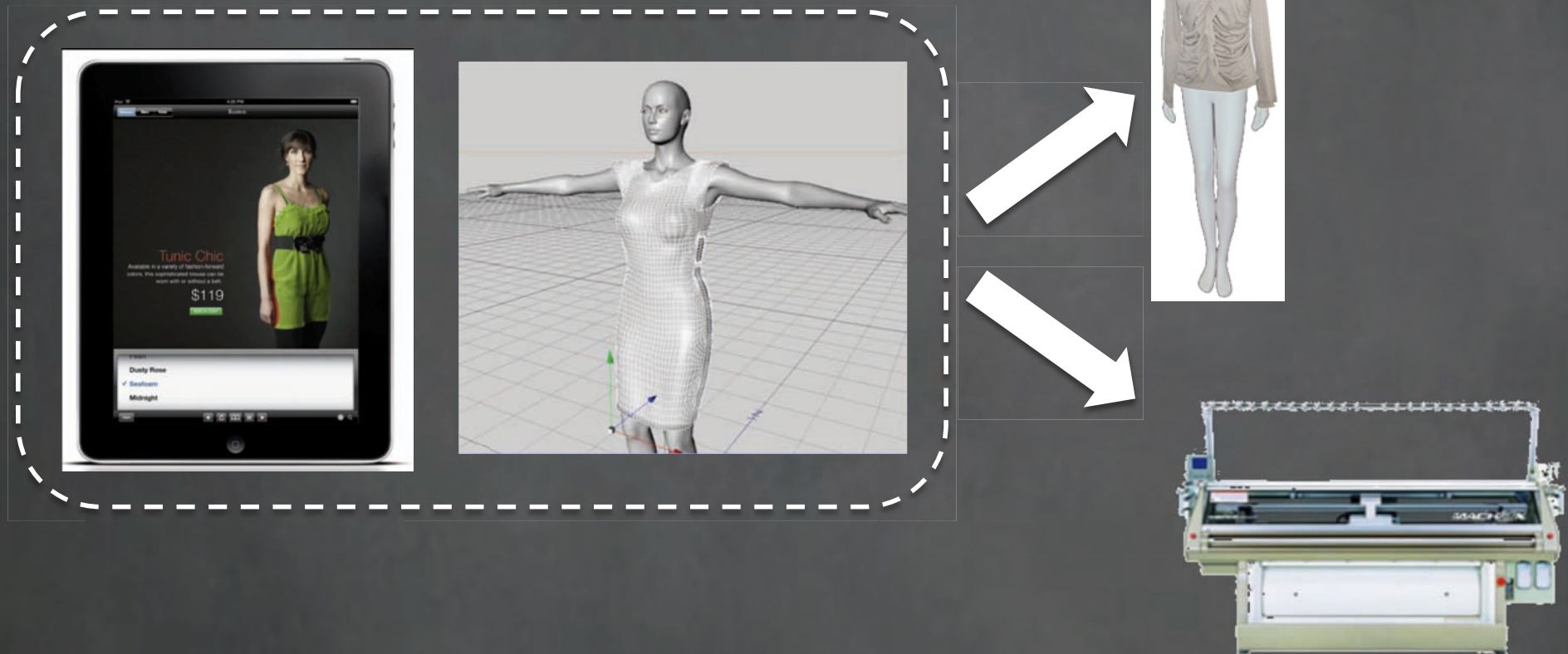
After the virtual try-on phase, our customers face 3 c
They can:
_ buy the garment;
_ keep the rendered video choosing not to buy the it
_ erase the content
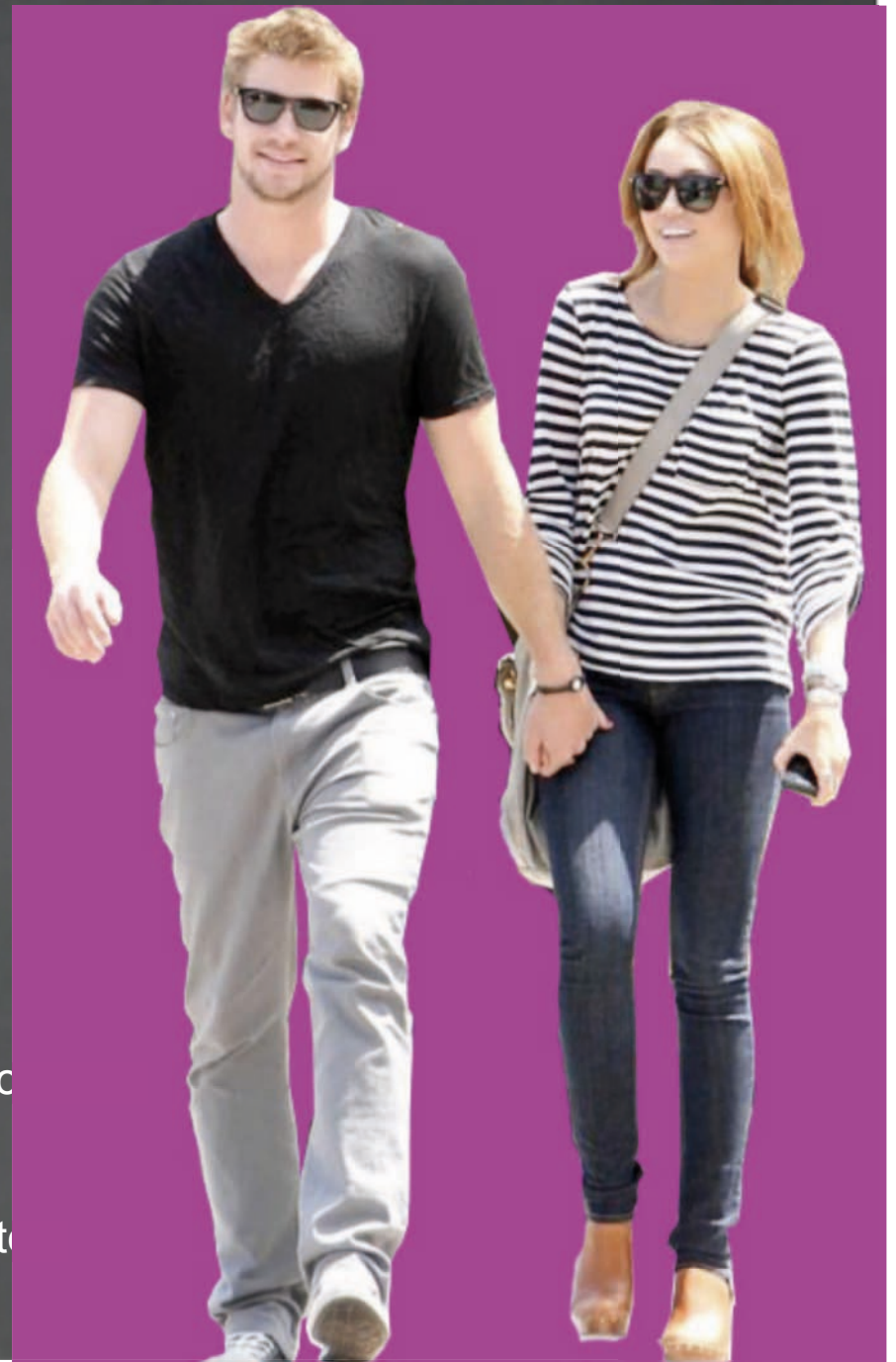
the social network

Web Community

The web site will also serve as a social network and fashion portal where the contents are provided by the users
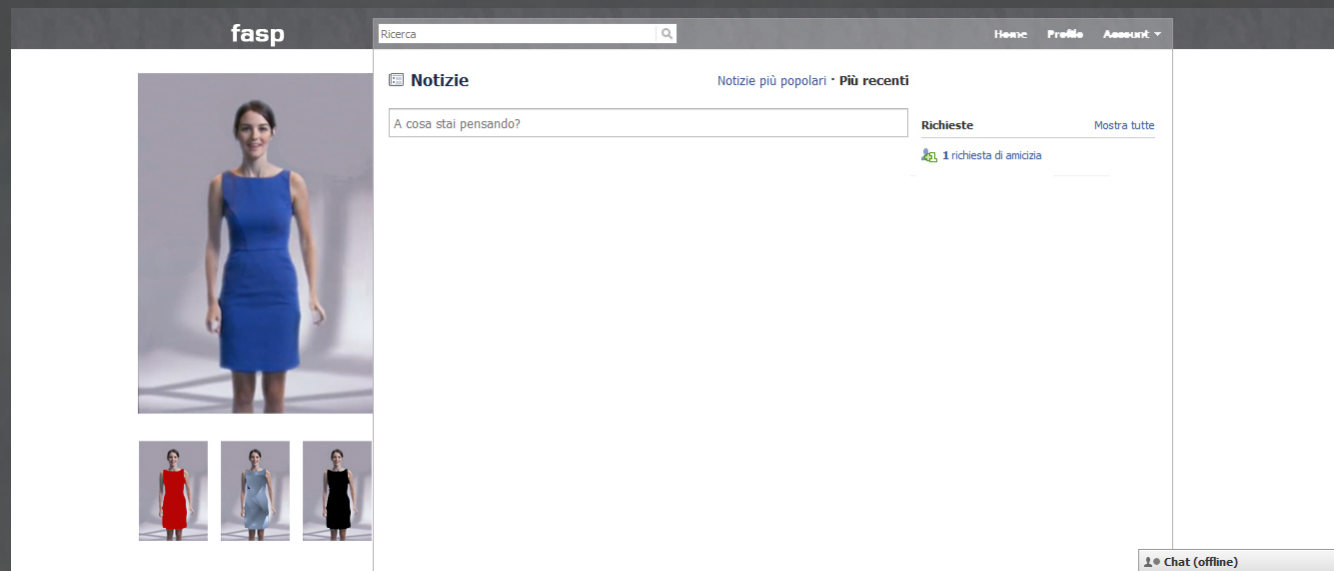
All the videos of the virtual try-ons with the different clothes which haven't been chosen for purchase shouldn't be lost and can be shared on the personal page. In this way each person can receive feedback from friends or other people (based on privacy settings).

On the community our designers will provide drafts of the upcoming designs and ask for feedback from the users. Such designs will be as usual structured in modules so different combinations may be made.

Web Community

A well developed web community structured in such a way may be interesting for third parties who might be willing to pay for information

- Model scouting?
- Market research on rising fashion trends – market push?

USERS ALSO CAN:
- Upload their sketches to have feedback – best sketches could be sponsored to become part of the collection!
- Upload links or articles related to fashion so that people get involved in the topic
- Gain visibility from professional when their uploaded works become popular enough – both design skills and modeling skills (the short video is an interesting self-ad)

Social Network_share and enjoy

Our project provides to our clients a specific and totally dedicated social network

In this way, it is possible to create a community where they can share their ideas, their garments, their photos and videos in real time

How it works:

_ after the recording of the video, our client will receive it on a pen-drive with a password

_ from our website the client can create his own account using the password provided and choosing a username. From now the account is valid!
He will automatically find his video on his homepage
(it has the same function of the profile picture on facebook)
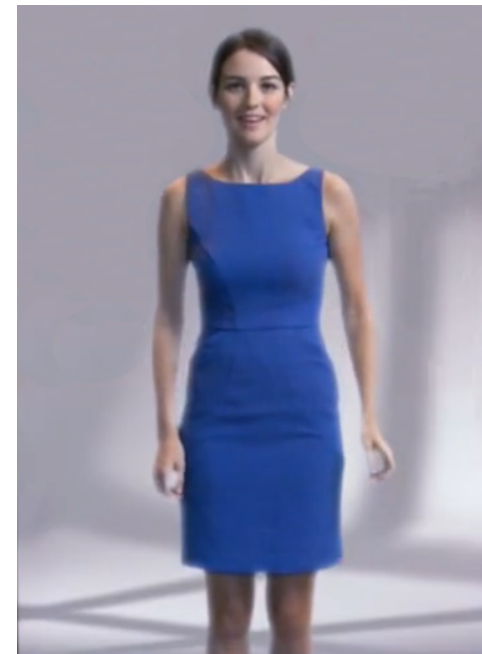
Social Network_share and enjoy

_ the homepage has more or less the same functions of the facebook's homepage (chat, wall, friends list…)
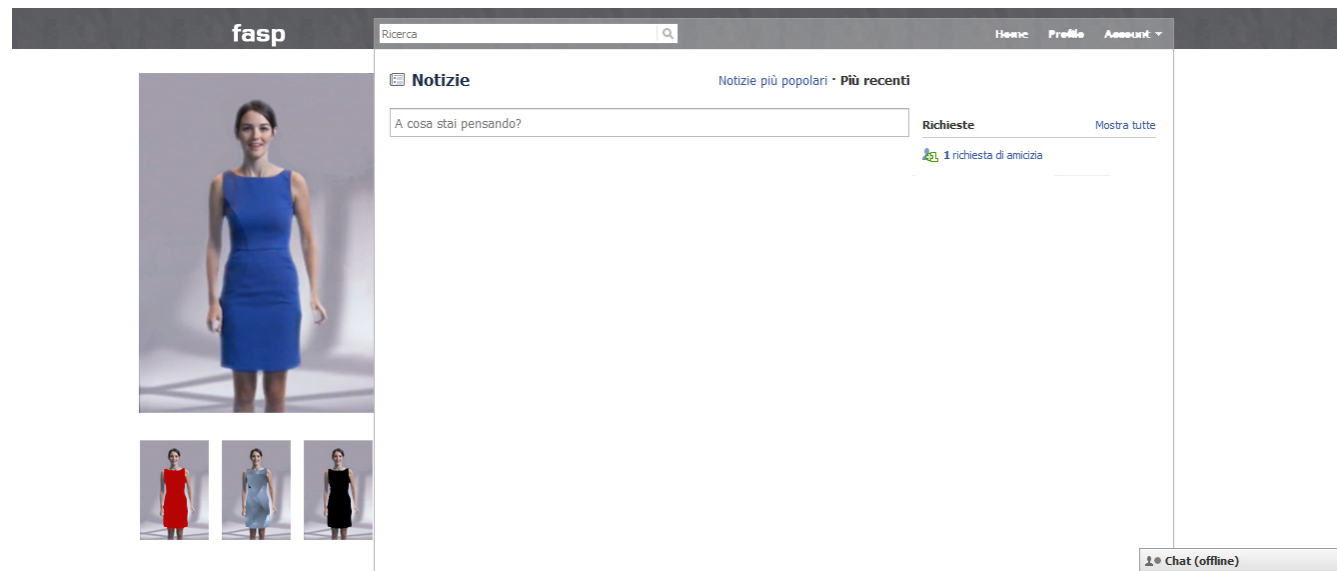
_ the client can add his personal data and photos and share them with his friends' list

_ the client can upload all the "profile videos" with the different garments in a specific section where friends can express their ideas about them

Our social network will be completely independent from the social network that are already existing. However, it offers the possibility to link on facebook all the videos, in order to share them with all the other friends who are not our clients

They adore the garments they have created and dec
to buy them by clicking on "buy now!"
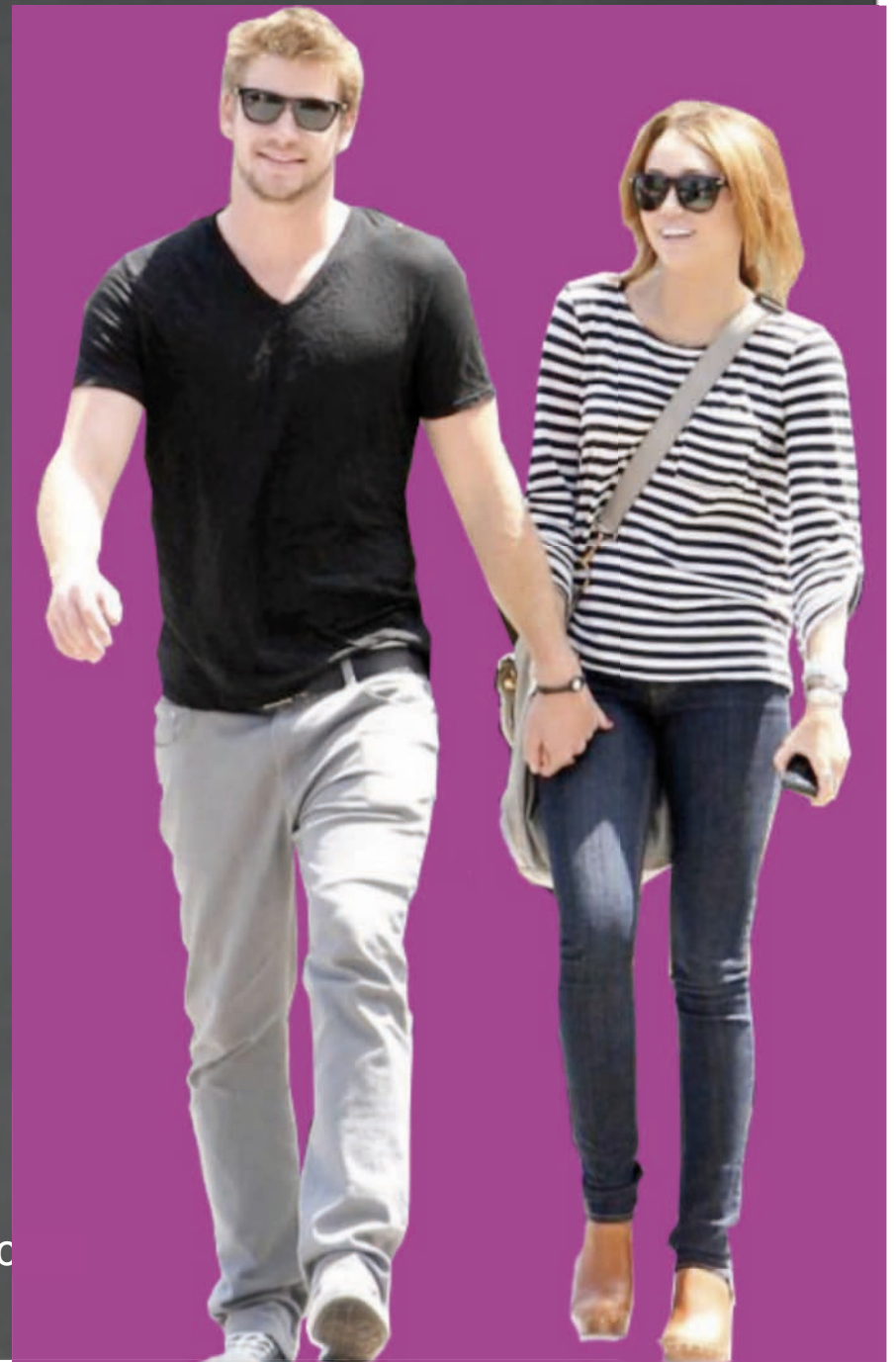
the purchasing phase

The purchasing phase

When the user purchases the knitwear by clicking on "Buy now!", an XML file containing all the information about the user's creation will be generated and sent to the Shima's machines; a communication protocol must be implemented together with Shima to correctly communicate the data to the machines.
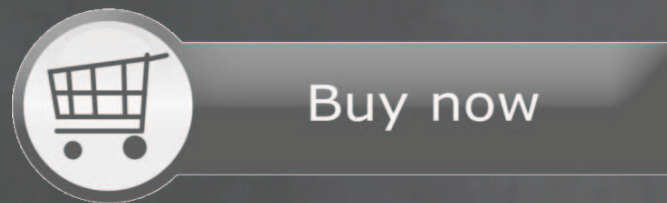
UI Input:
- 3D model of the knitwear chosen by the user
- User's modifications
- Avatar video & its motion tracking information
- Environment light conditions (retrieved once from the changing room, static values)

The purchasing phase

UI Processing:
- Apply the modifications to the 3D model (only for simple customization like color change)
- Render it using the avatar's motion tracking information & environment light conditions

UI Output:
- Two overlapped video streams, coherent & aligned in time and space (visual feedback)
- XML file containing all the information about the created knitwear (e.g. user id, model id, model modifications, etc..)

The purchasing phase

The garment identifying code is sent to our production facility

What web-protocols for safe delivery of the code?

- User can assembly different components; each possible combination has an identifier associated, and this id will be communicated to the shima machines.

- For the communication phase we just need to send an id, so a simple xml communication is enough, through a secure protocol like https

- The web-to-shima conversion is avoided due to the pre-process of the allowed combinations: these are generated at the beginning both for the web and for the shima machines, in order to be able to send just an id after.

- Customers delivery preferences should be sent as well

The purchasing phase

When the client places an order, he has to choose for the payment methods.

Since the type of production is on-demand, we think that is important that the client pays when he places the order. Garment production will start, in fact, only after the payment.

Some payment methods that are common for online shopping are here not available: credit transfer and cash on delivery.

For our project we think that **card payment** (credit card or pre-payed card) is the better soluti

The purchasing phase

The delivery service will be provided by a safe and well-known pony express company.

Client must specify if he choose to pick up his garment at our shop or, instead, if he prefer to receive it directly at home.

card transaction

The purchasing phase

Card transaction

In order to accept card transaction, the seller must be part of a bank circuit and this is possible requiring to own bank the service and the qualification for the e-commerce (Banca Sella offers Gestpay platform).

What we need in order to start selling on-line:

→ Website
and
→ Softwares for e-commerce (e.g. Product Cart; EasyWeb Editor), which are necessary to create the "shopping cart" on the website. These softwares requires to be joined to a e-commerce provider.
or
→ On-line payment service (Gestpay, E-Shopping Sanpaolo).

In this case the software for the e-commerce is not necessary because is included in the service.
A similar system is that offered by PayPal, a society of eBay group, which consents to receive on-line payment card in a simple and easy manner.

The purchasing phase

There are two ways in which to structure the on-line card payment phase:

→ the most common, and more secure, is the following: when the client has to fill the gaps with the numbers of his card (typically, the number of the card and the date of expiry), the buyer is rerouted from the seller's site to the bank's site. This process is called "gateway" and is perceived by the clients safer than the normal way because the data are directly transmitted to the bank and not to the merchant.

→ in the other way the transaction is completed on the seller's website. In this case, the client inserts his numbers directly on the merchant's site and, in reason of this, it is necessary to protect the payment pages by a SSL (Secure Socket Layer) certificate, that allows to share data between the site and the bank in a secure manner, thanks to coding algorithms. These sites are recognizable because the URL starts with "https" and not "http" and there is a little image of a padlock.

For our project probably the first solution is the better, because the clients can purchase their garment in absolute security.

the production phase

The production phase

The production chain

_ client places the order and pays;

_ an XML file containing all the information about the user's creation will be generated and sent to the production place;

_ every order will be carried out when the machinery support ing the gauge of the garment is available, following the chronological order;

_technicians will set up the knitting machines with the correct gauge and yarn (cotton or wool and colors);

The production phase

The production chain

_ a staff member will check every garment fixing any loose yarn;

_ daily, or when a certain quantity of produced items has been reached, garments are washed, fulled and dryed;

_ after, garments are checked again and labels are stitched;

_ then, garments are ironed, packaged and placed in the storehouse until delivering!

We guarantee garment's delivery within 72hours from the order

the production place

The production place

In our project the production phase is no more on site
We have decided, in fact, to "delocalize" and "collect" the production phase in a specific place that will cover all the orders coming from a certain geographic area.

Why this decision?
_ the project is no more based on an idea of "real time" production

_ therefore, since our shop will be located in the centre of the cities, there will be not the necessity to rent larger shops in order to place the production area inside them. **Save money!**
The pictures below show the difference between the fee for a shop in Milan and the fee for a shed in Segrate

Tipologia	Stato conservativo	Valore Mercato (€/mq)		Superficie (L/N)	Valori Locazione (€/mq x mese)		Superficie (L/N)
		Min	Max		Min	Max	
Magazzini	NORMALE	900	1300	L	5,4	7,8	L
Negozi	NORMALE	3500	4500	L	16	21	L
Negozi	Ottimo	6000	8500	L	28	39,5	L

Milano_zona corso Venezia (fonte Agenzia del Territorio)

Tipologia	Stato conservativo	Valore Mercato (€/mq)		Superficie (L/N)	Valori Locazione (€/mq x mese)		Superficie (L/N)
		Min	Max		Min	Max	
Capannoni industriali	NORMALE	740	840	L	4,4	5	L
Capannoni tipici	NORMALE	790	890	L	4,5	5	L
Laboratori	NORMALE	790	890	L	4,7	5,1	L

Segrate_zona cascina boffalora (fonte Agenzia del Territorio)

_ collecting the production phases in a single place allow us to exploit economies of scale and to make the production phase more efficient (for the machineries, the employees, etc).

The production place

As a consequence:

_ the production place could be located in suburban areas or outside the cities (for example Milan or Turin), where the rental are lower

Tipologia	Stato conservativo	Valore Mercato (€/mq)		Superficie (L/N)	Valori Locazione (€/mq x mese)		Superficie (L/N)
		Min	Max		Min	Max	
Capannoni industriali	OTTIMO	510	710	L	3,1	4,6	L
Laboratori	OTTIMO	860	1100	L	4,1	6,1	L

Venaria Reale_Zona Corso Garibaldi (fonte Agenzia del Territorio)
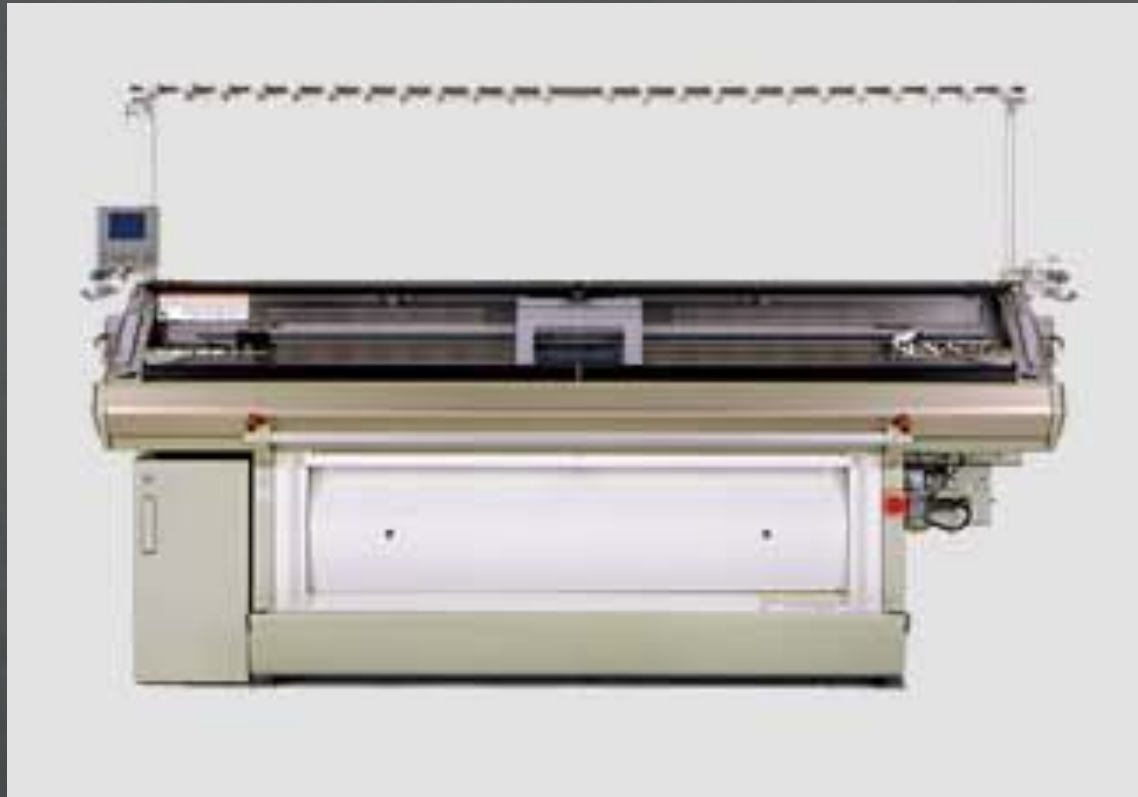
_ a single production place for covering all the Italian market (at least during the starting phase)

The production place

What we need

_ 1 Shima Seiki Wholegarment knitting machine (type NewSES-S-WG) in order to cover the following finenesses: 8, 10, 12, 14, 16.
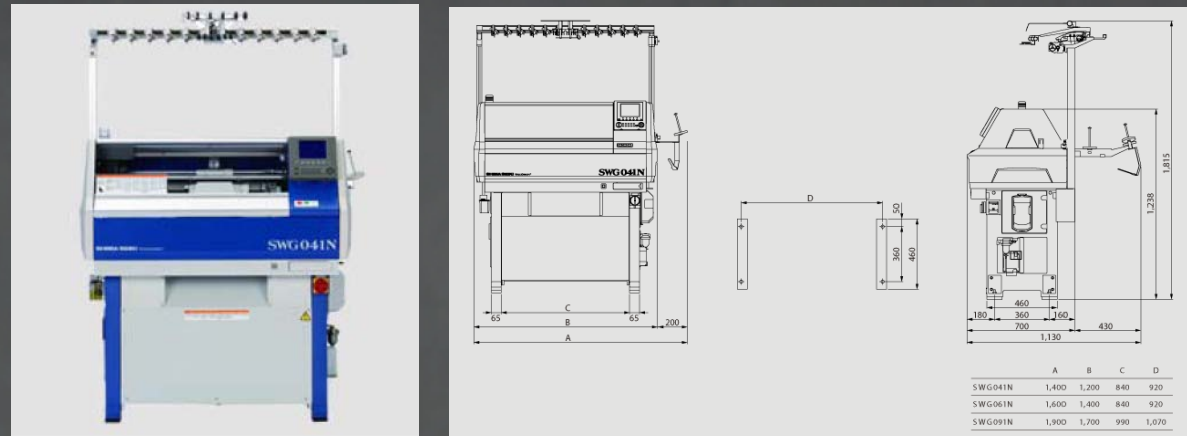
_1 Shima Seiki Wholegarment knitting machine (type NewSWG-V) in order to cover the following finenesses: 4, 6.

The production place

What we need

_ 1 Shima Seiki knitting machine (type SWG041N) for the production of accessories

_1/2 fulling machine → PW 6321 produced by Miele

PW 6321 - 32 Kg.
Volume tamburo   320 litri
Centrifugazione 1.000 giri/min.
Fattore g 448

50 PROGRAMMI SPECIALI PER FOLLATURA.

- Comando elettronico liberamente programmabile.
- Grande display, con guida utente chiaramente leggibile.
- Indicazione svolgimento programma e altre funzioni.
- Indicazione del livello.
- Indicazione della temperatura.

The production place

What we need

_1/2 dryers → PT 7801 produced by Miele

PT 7801 - 32 - 40 Kg.
Volume tamburo   800 litri

Comando Profitronic M

Il comando "Profitronic M" consente un preciso adattamento ai diversi tipi di maglieria per un'asciugatura delicata e appropriata delle fibre. 12 Programmi di cui due a tempo. L'elettronica, non soggetta ad usura, consente inoltre una rapida e semplice diagnosi di servizio per l'assistenza tecnica.
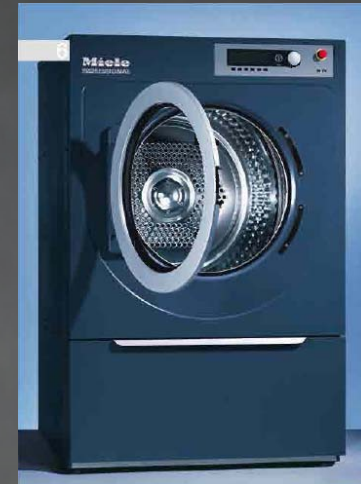
_ 2 ironing presses → AUTOMATIC UTILITY PRESS 2300 (produced by Grandimpianti)

MODELLI			2300		MODELS
Dimensioni	Larg.	mm	1400	Width	Dimensions
	Prof.	mm	1130	Depth	
	Alt.	mm	1420	Height	
Dimensioni imballo	Larg.	mm	1420	Width	Packing dimensions
	Prof.	mm	1150	Depth	
	Alt.	mm	1440	Height	
Volume	m³		2,35	m³	Volume
Peso netto/lordo	kg		300/350	kg	Net/gross weight
Aria aspirata	m³/h		80	m³/h	Air intake
Aria compressa	Litri/m'		80	Litri/m'	Compressed air
Consumo idrico	Litri/h		15	Litri/h	Water consumption
Consumo elettrico mod. autonomo	KW		9-12	KW	Electric consumption
Consumo vapore mod. vapore	Kg/h		20	Kg/h	Steam consumption

The production place

What we need

_ 1 work-table
_ 1 yarn stand
_ 1 packaging stand
_ shelf for garments
_ 3/4 computers for the management of the production phase (orders, machinery set up, delivery, supply…)

Staff

_ 2/3 technicians for the control of the knitting machines
_ 3/4 employees for the finishing operations (fixing loose yarn ends, fulling, ironing, packaging)

Area

150/200 m^2 (production area+ warehouse)