



Call to Action!
VICS Collaborative Product Development Initiative
Meeting October 11, 2007
Hosted by Kurt Salmon Associates
Manhattan

Introduction:

Product Life Cycle Management in the apparel manufacturing process has changed significantly in recent years. There is now greater emphasis on global sourcing as well as an increased percentage of private label.

Fifty-one percent of VICS' members are in the general merchandise and apparel industry. With a growing number of VICS member companies sourcing overseas, they will face numerous challenges in their off-shore supply chains. At the same time, raw material suppliers overseas are spending an inordinate amount of time in manual processes trying to determine the exact specifications of their customer requirements. VICS' members are looking for a way to improve the global supply chain.

With the emphasis on speed to market, i.e. reducing from years to weeks, the time taken to get products from the fashion shows to the sales floor, CPD will become a requirement for doing business in the fashion industry.

Join these VICS' member companies who have recognized the need for standards to enable Collaborative Product Development:

Retailers/Wholesalers/Suppliers:

Dick's Sporting Goods
Dillard's
Fountain Set
Gerson & Gerson
Liz Claiborne
Nike
Macy's

Target
Wal-Mart

Supporting companies:

GS1 Hong Kong
Kurt Salmon Associates
PTC
TATA

You should join this group if you want to:

- Reduce Product Development Cycle times
- Reduce Material review cycles
- Improve your communication with your suppliers overseas
- Better understand your customers requirements
- Have influence in setting the standards for Material and Product Specifications
- Get a head start in improving your Supply Chain efficiency

What will I need to do if I join this group?

- Come to Manhattan on October 11th to flesh out the priorities for:
 - Material Specifications
 - Product Specifications
 - Technology requirements
- Review the original AppTex Specs for validity

- Share your expertise in Materials specifications
- Share your expertise in Product specifications
- Share your expertise in technology that will support the transfer of common definitions and specifications
- Participate in conference calls and webinars
- Share the work of the committee with your colleagues
- Be willing to pilot a proof of concept and share results with the community

What's in it for me?

- Increased efficiency in obtaining raw material products that meet your requirements
- More accurate communication with suppliers by using common definitions and specifications which are understood by both parties
- Have influence in setting the standards for Material and Product Specifications
- Get a head start in improving your Supply Chain efficiency

Materials Standards Sub-Committee:

- Review and Refine AppTex Standard
- Define Requirements to Tech Sub-committee
- Determine Industry Deployment Model

Product Specification Standard Sub-Committee:

- Establish Prod Spec Standard
- Define Requirements to Tech Sub-committee
- Determine Industry Deployment Model

Technology/Practice Sub-Committee:

- Establish Technology Standards
- Determine Industry Deployment Model

Who should participate?

Material Specifications Sub-Committee

- Retailers: Materials Management and/or Product Developers
- Manufacturers: Material Suppliers

Product Specifications Sub-Committee

- Retailers: Product Developers and/or Product Sourcing
- Manufacturers: Finished Goods Suppliers/Factories/Agents

Technology Sub-Committee

- Retailers: IT Staff – Architectural contributors
- Manufacturers: IT Staff – Architectural contributors

Please indicate your sub-committee participation preference by responding to Laura Golding, Executive Director, VICS at lgolding@vics.org.

Register for the meeting at www.vics.org/meetings_events. We have space for 20 people. Hotel information will be posted shortly