

PTC® Live Global

CUST324 - Material Color
Development
Dick's Sporting Goods

Angela Scariot
Bala Mandani
Chris Moretti

June 10, 2015



WELCOME!

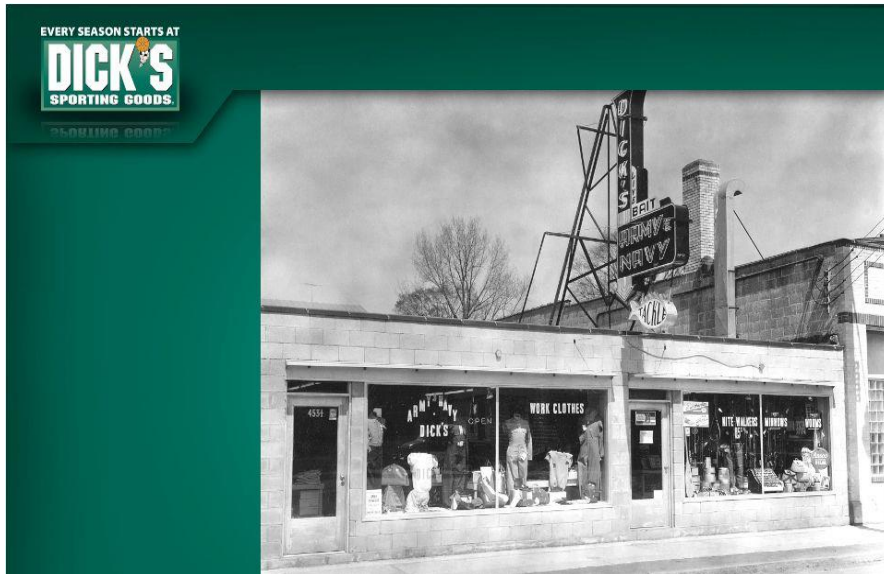
PTC® Live
Global

Please take a moment to put a
tally mark on the page with which
you most closely identify





The Beginning





DKS Company History

PTC[®] Live
Global

Move to Pittsburgh!



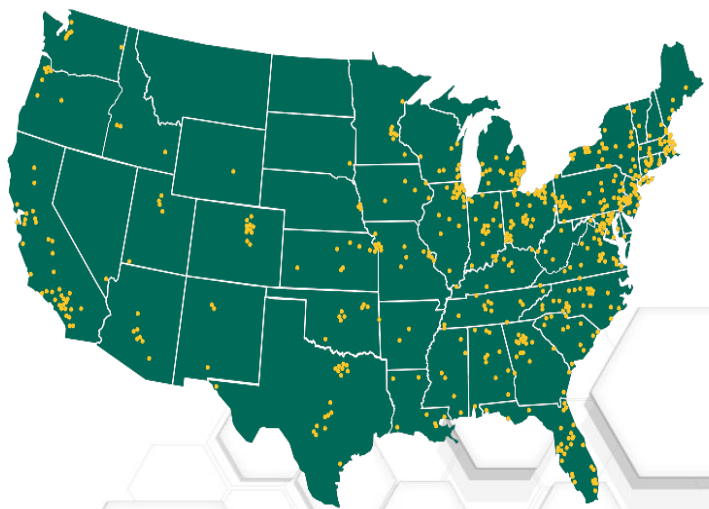
DKS Footprint

PTC[®] Live
Global

603

DICK'S STORES
IN 46 STATES
AS OF 1/31/2015

1996 50 Stores
1999 83 Stores
2001 130 Stores
2006 294 Stores
2010 444 Stores



- In 2001 Dick's launched its Private Brand business
- Private brands represent an important growth vehicle and a valuable differentiator for Dick's
- We offer exclusive brands that present our customers with an appealing combination of quality and value while generating higher margins.
- Today Private brand sales make up around 15% of the company's total sales



PD Department

- Over 20 Private brands across both Hardlines and Softlines.
- Our Private brands Span across most product categories.
- We Support a Private brand strategy across three store banners:

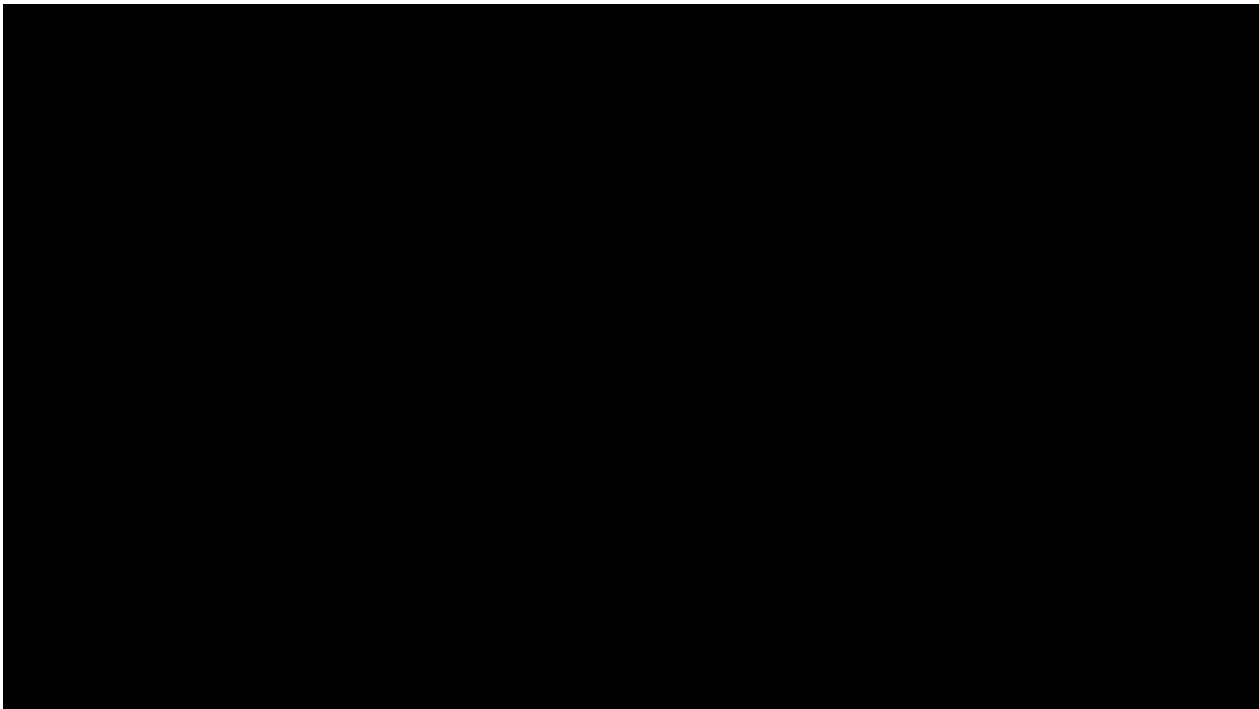


GOLF GALAXY




PD Department

GOLF	TEAM SPORTS	FITNESS	HUNT/FISH	OUTDOOR
<i>TOP-FLITE</i>		CALIA	FIELD & STREAM <small>1871</small>	NISHIKI
MAXFLI	umbro	Reebok	LODGE OUTFITTERS	DBX
<i>Walter Hagen</i>	PRIMED	FITNESS GEAR	<i>Sawbone</i> TACKLE CO.	QUEST
Slazenger.	PTEX™		COMFORT ZONE	
	ZONE			



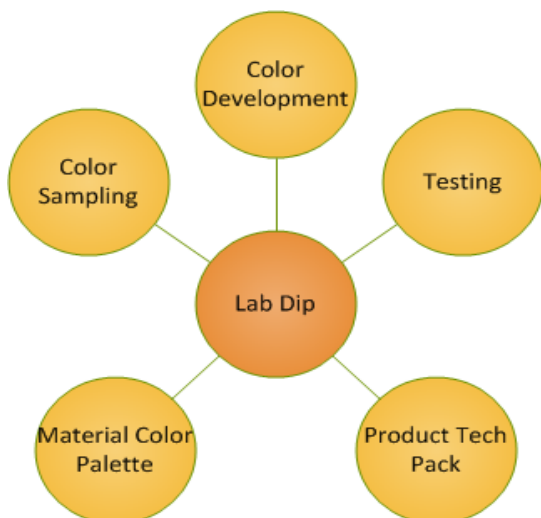
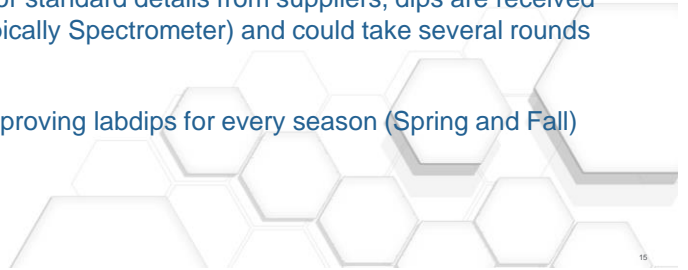
CALIA™

BY CARRIE UNDERWOOD



EXCLUSIVELY AT DICK'S SPORTING GOODS

- Labdip is a process in which Fabric is dyed under lab standards to match the color requested. Labdips are usually approved before bulk fabric production or testing.
- Labdips are also called material samples and there are different types of labdips depending upon the process :
 - Labdip (generally referred for solid color)
 - Strike-off (print and patterns)
 - Yarn Dye (Stripes)
- Labdips are requested using Fabric and Color standard details from suppliers, dips are received and evaluated under standard conditions (typically Spectrometer) and could take several rounds before a final dip can be approved.
- Many of the companies have a practice of approving labdips for every season (Spring and Fall)



The key for successful implementation of this process depends on Integrating all of these entities and reusing information to enable efficient execution and continuous improvement



- Providing end-to-end solution for lab dip process is not a simple project
 - It impacts different processes and stake holders
- Depending upon the maturity of organization processes, lab dip process can be a work driver as well as cost driver
- Most of the companies, Lab dip process is owned by shared resource team (such as color specialists who work across brands or categories)
- Lab dip project may not be a top priority for PLM implementation team
- FlexPLM OOTB solution may not effectively meet the process needs



Questions that we asked at the beginning:

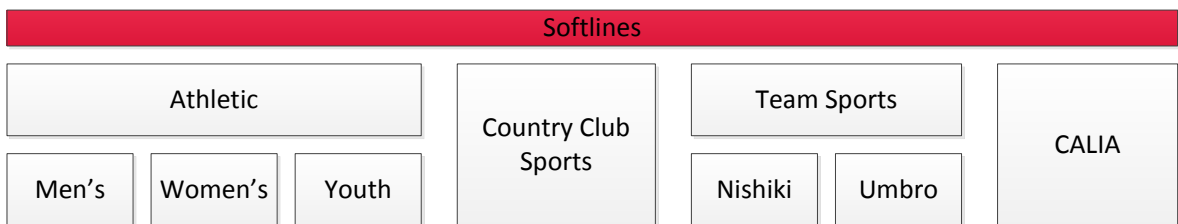
- We have not tried to implement a lap dip process in FlexPLM?
- We have tried but were not successful?
- We were successful?



- Challenges from initial attempts
- There was no single version of the truth
- Color Specialists were taking lot of additional work apart from approving labdip requests
- User have to live-in two worlds PLM and Excel
- Process change: Reducing Development Calendar duration
- Lessons Learned from previous attempts
- Solution need to support different brands, product categories
- Solution must provide key benefits



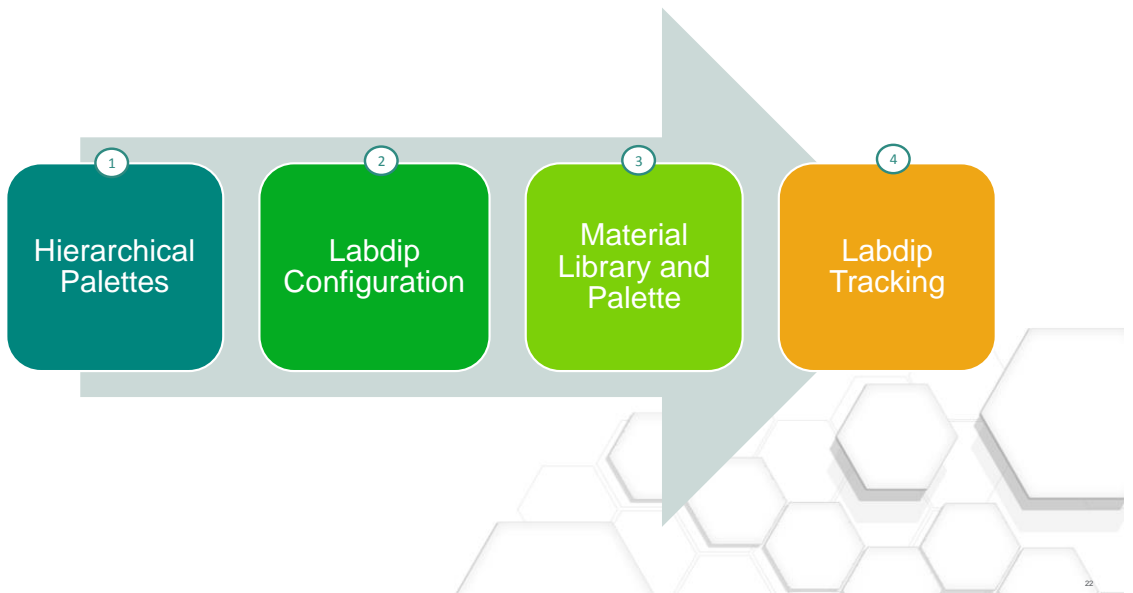
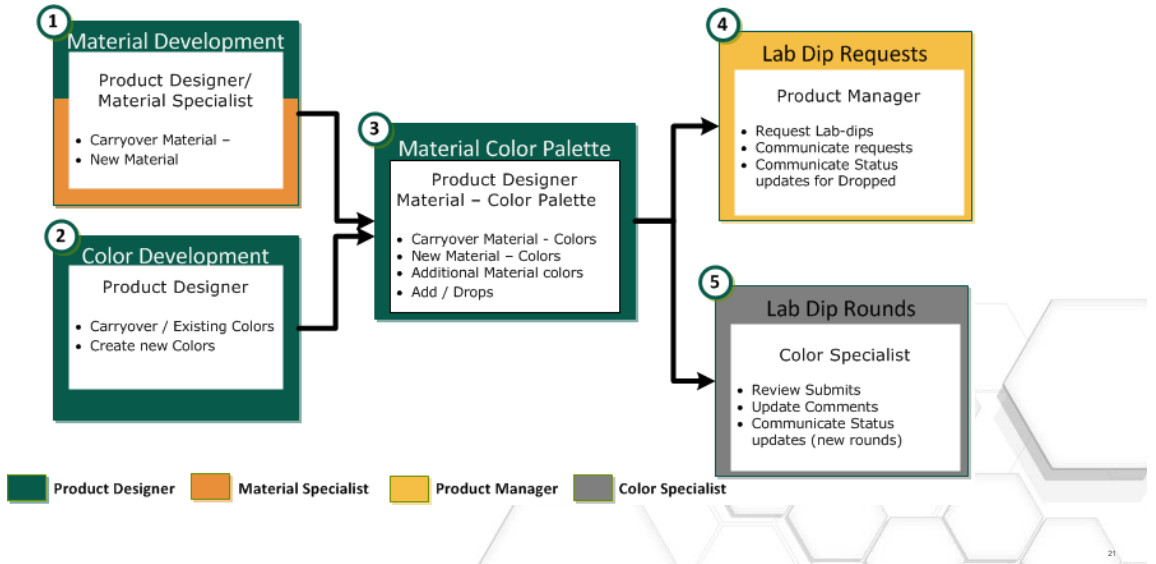
Before we jump into the solution, let us understand the organization



A solution that works for multiple brands across multiple divisions

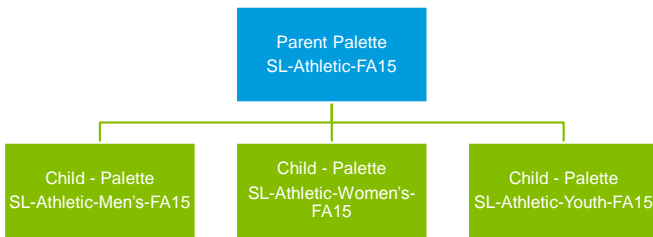


Our Process





- Create Parent palette outside of season and associate to child palettes from seasons
- Eliminates duplicate Material – Colors and Lab-dip requests across a single brand (multiple seasons)



Softlines - Athletic Men's - Fall - 2015 > Concepts > Palette

Details Palette

SL - ATHL - - - FA 15 Actions:

Detail Colors Materials Material / Color Sub Palettes

Sub-Palette


Show	Name	Type
<input type="checkbox"/>	SL - ATHL - - BOY - FA 15	SoftlinesAthletic
<input type="checkbox"/>	SL - ATHL - - GIRL - FA 15	SoftlinesAthletic
<input type="checkbox"/>	SL - ATHL - - MEN - FA 15	SoftlinesAthletic
<input type="checkbox"/>	SL - ATHL - - WMN - FA 15	SoftlinesAthletic



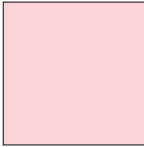
- Configuring labdips such that they can be easily associated to season and brands

View Sample Request

Sample Request Attributes



Material



Color

Request Name
Lab Dip - SL - CCS - - - FA 15 - 12822

Material
100% Polyester - Plain Weave - TAFFETA - M 10372

Sample

Type
Supplier
Color

Material/Color Development
Vendor Sourced - S1180
Pantone Blushing Bride TCX

Details Documents

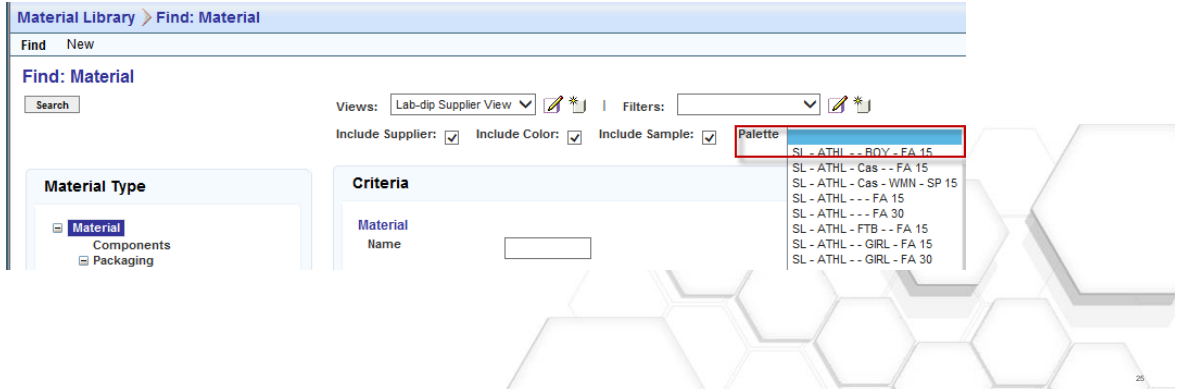
General Attributes:

Sample Request	Lab Dip	Palette	SL - CCS - WMN - - FA 15, SL - CCS - MEN - - FA 15
Sample Request Type	Pending	Sample Request Status Date	05/15/2015
Sample Request Status	SL - CCS - - - FA 15		
Parent Palette	VENDOR SOURCE		
Supplier Reference #			



- Using material, color palettes to build material – color palette
 - Providing efficiency to carryover from previous palettes
 - Good level training (on efficiencies such as adding multiple colors to single material)
 - BOM configuration to automatically create material – color combinations

- Customization for Material – color palette accessibility from material library



Customization to use Material Color Palette on library

- Customization to display material-colors and labdips at the same time (display material –colors that do not have labdips)

Material Library > Find: Material

Find New

Search Results for Material

Views: Lab-dip Supplier View | Filters: []

Include Supplier: [x] Include Color: [x] Include Sample: [x] Refresh Actions: [] Palette: SL - CCS - - - FA 15

Results 1-47 of 47 in 0.471 Seconds First | Previous | Next | Last | Show All Modify Search Update Results Show Images

	All	Vendor (Supplier)	Name	Supplier Ref. Number	Color	Color Standard Number	Sample Request	Palette	Sample Request Type	Sample Request Status	Sample Request Status Date
<input type="checkbox"/>	Actions	Vendor Sourced - S1180	100% Polyester - Plain Weave - TAFFETA - M 10372	VENDOR SOURCE	Pantone Blue Aster TCX	PANTONE 18-4252 TCX					
<input type="checkbox"/>	Actions				Pantone Blushing Bride TCX	PANTONE 12-1310 TCX	Lab Dip - SL - CCS - - - FA 15 - 12822	SL - CCS - WMN - - FA 15, SL - CCS - MEN - - FA 15	Lab Dip	Pending	05/15/2015
<input type="checkbox"/>	Actions				Pantone Cabbage TCX	PANTONE 13-5714 TCX					

Where – used and palette exception report

- Where-used report provides BOM level visibility
- Palette exception report provides missing material – colors on palette (which are used on BOM)

Report: Where Used (BOM - Material Color Season extract) - 1

Product Name: *
 Product State:
 Colorway State:
 Season Name: Softlines - Athletic Men's - Fall - 2015

Executed By:
 Time Of Execution: 2015-05-14 19:13:22 EDT

Product	Product Status	Source Name	Spec Name	BOM	Material	Supplier ref #	Supplier Name	COLORNAME	Colorway Name	Colorway Status
000011144 0004 test men's baselayer top	Active	Sport - 49080	001 : 001: original product	001 : 001: BOM	100% Micro-polyester - Circular - M 11426	GTX-TJ120925	S1067	Orion	CSI Vital Green ATX ///	Active

Report: Where Used (BOM - Material Color Not on Palette - Exception) - 2

Product Name: *
 Season Name: Softlines - Athletic Men's - Fall - 2015
 Product State:
 Colorway State:

Executed By:
 Time Of Execution: 2015-05-14 19:15:58 EDT
 Records Retrieved: 75

Product	Product Status	Source Name	Spec Name	BOM	Material	Supplier ref #	Supplier Name	COLORNAME	Colorway Name	Colorway Status
MAA01026N SS Vector Tee	Active	Manufacturing (HND) GMBH - 53103	011 : SS Vector Tee	007 : MAA01026N SP15 BOM	100% Polyester - Rib - M 10881	90351	America - S1123	Archroma Excellent Red	Archroma Excellent Red ///	ACTIVE

Labdip Tracking

- Report that combines labdips and where-used information

Material	Color	Material-Color	Labdip Request	Labdip Round	Labdip Round Comments	Labdip Round Status	Season Name	Product Name	Product Status	BOM	Colorway Name	Colorway Status
100% Cotton - Jersey - M 12070	CSI Rustic Wine A7J7	CSI Rustic Wine A7J7 > 100% Cotton - Jersey - M 12070	Lab Dip - SL - ATHL - - - FA 15 - 14059	Sample - 1	D65- color is ok. U30- too yellow, needs to be bluer. if you cannot improve the metamerism then submit some options using U30 as the main light source	Rejected	Softlines - Athletic Men's - Fall - 2015	MAA31036A Determination graphic ss tee	Active	001 : BBall Graphics Tees	CSI Rustic Wine A7J7 ///	Dropped

- Labdip report that lists the labdips by materials which are not used on any of the products

Material	Color	MaterialColor	LabdipRequest	Labdip Round	Labdip Round Comments	Labdip Round Status
100% Cotton - Jersey - M 12070	CSI Rustic Wine A7J7	CSI Rustic Wine A7J7 > 100% Cotton - Jersey - M 12070	Lab Dip - SL - ATHL - - - FA 15 - 14059	Sample - 1	D65- color is ok. U30- too yellow, needs to be bluer. if you cannot improve the metamerism then submit some options using U30 as the main light source	rejected

Project execution

- **Agile methodology**
 - Divide product into modules with multiple go-live events
 - Requirements, Prototype, design, CRP
- **Roadblocks, process gaps and system limitations**
 - Exhaustive research of OOTB functionality (calls to PTC, other customers)
- **Change management**
 - Comprehensive approach (starting with requirements, work around tools)
 - Big picture portrait
 - Super users to set the tone
- **Solution development**
 - Think outside the box
 - OOTB Reports
- **Implementation**
 - Benefits and measures of success



Quick Wins and Challenges

Immediate benefits and challenges after implementation

Quick Wins

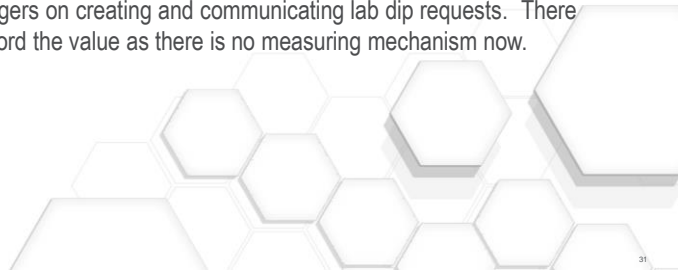
- Solution that aligns with new process
- Streamlined lab dip requests and communication
- Support for Add / Drop process

Challenges

- Palette Driven Development
- Changes to Process
- Transition from excel to PLM



- By having the drops recorded in a system we will now be able to put together a metric to analyze the number of drops that we have versus an industry standard. There is a thought that have too many dropped requests.
- Drops:
 - We will be able to equate any in drops into a \$ amount. For example the cost per each lab dip = \$15-20 in China, \$30-50\$ in Central America and \$50-\$75 in the U.S.
- Improve the deadline to communicate requests to suppliers. For example if right now requests are communicated on time or several days late when we are using the system we would hopefully see the requests communicated earlier or on time thus improving the communication date. This too can be measured by brand.
- We will now be able to report on Mill Performance. For example if a mill is good at delivering the lab dip on time and with accuracy they would be a preferred Mill.
- There will be a time savings for the Product Managers on creating and communicating lab dip requests. There would have to be a time study and analysis to record the value as there is no measuring mechanism now.



- Your feedback is valuable
- Don't miss out on the chance to provide your feedback
- Gain a chance to win an instant prize!
- Complete your session evaluation now

PTC[®] Live Global

PTC[®] PRODUCT & SERVICE
ADVANTAGE[™]