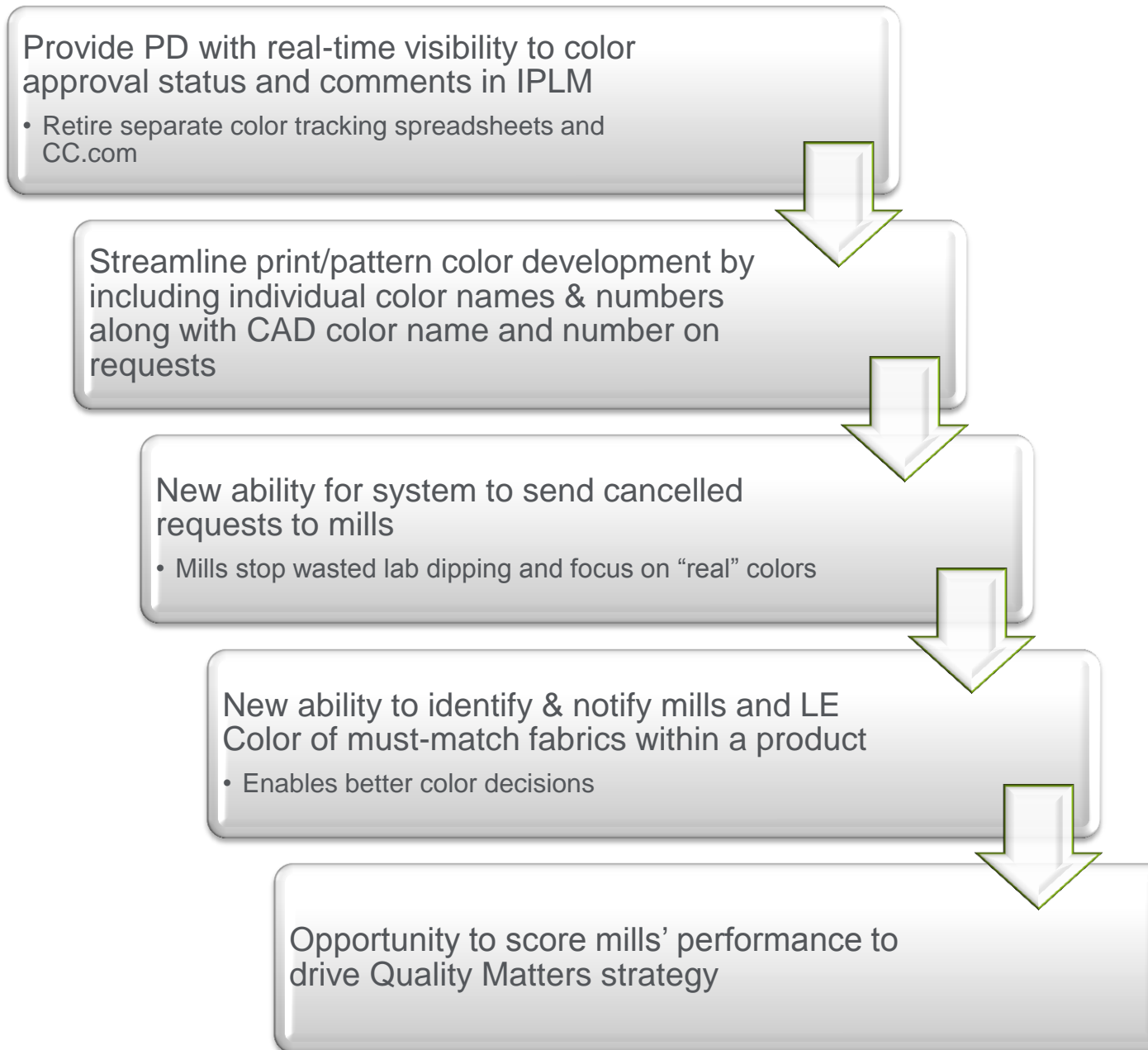


Optimize color workflow to reduce non-value added data entry into multiple systems and leverage IPLM system integration. Adopt a color workflow recognized as industry best practice that will position Lands' End for growth.

Lands' End partnered with Natick to utilize their ASAP tool. We engaged a third party partner, Silvertip Labs, to develop a process through their reflex adaptor application.

- Improve speed and accuracy of color development from palette to production:
- Implement color analytical tool (X-Rite Color iQC), color workflow management tool (Natic's ASAP), and Mill Certification program to improve speed and accuracy of color approvals
- Provide corporate visibility to color approval status, and eliminate manual data re-entry by integrating Natic's ASAP with IPLM.
- Implement Natic's Color Warehouse to gain visibility to mill bulk production color performance and integrate results into IPLM approvals

- Eliminate data re-entry into color analytical tool and FlexPLM
- Gain ability to track work in progress within organization and across supply chain, saving time and reducing emails chasing information
- Reduce time to lap dip approval and refocus on bulk dye lot accuracy
- Gain visibility to all bulk dye lots produced for Lands' End instead of just the first bulk dye lot, thus driving consistency and accuracy
- Accredited and certify mills of proven quality and leverage bulk production history from color warehouse into a performance scorecard to feed Lands' End Sourcing strategy

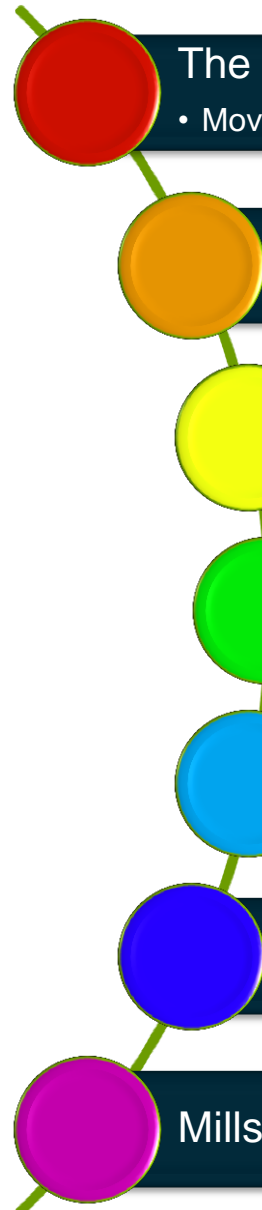


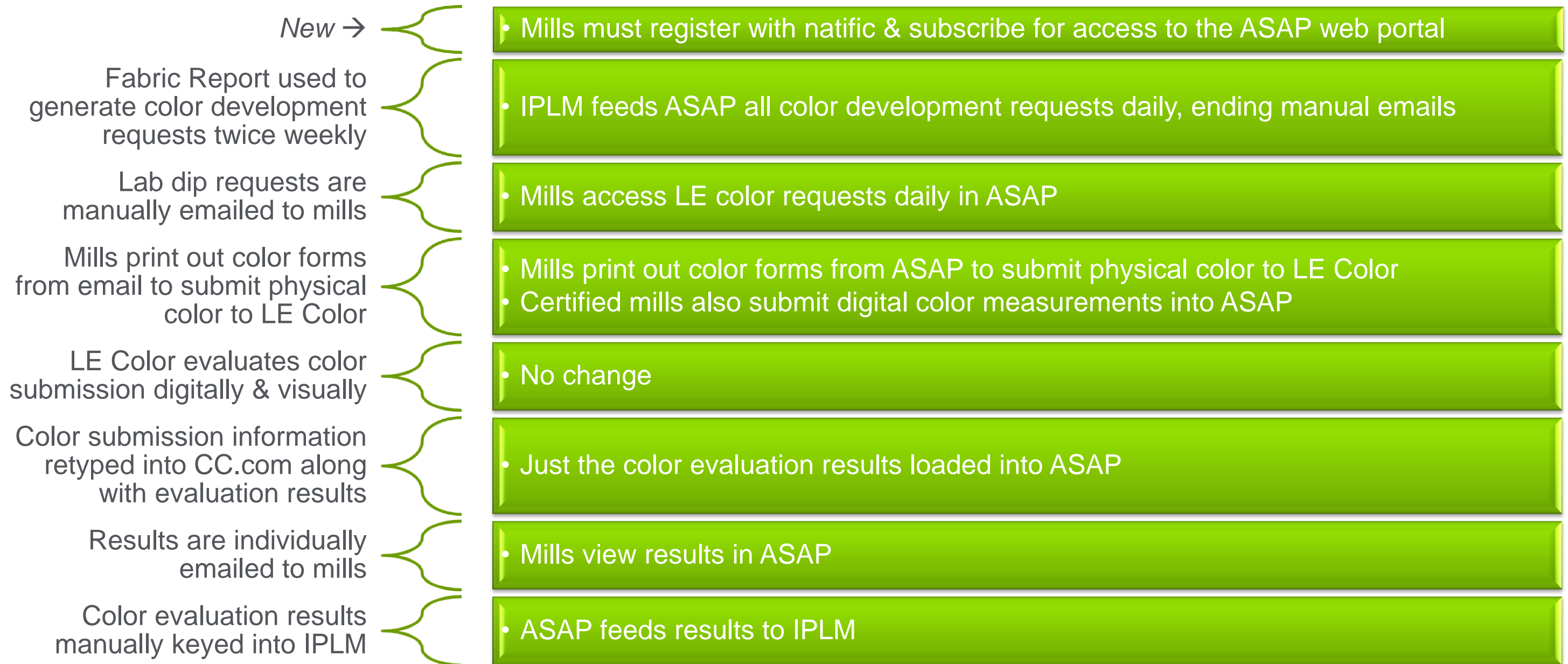
VERY MANUAL PROCESS!!!

- Previously all Material Color ID's created on a daily basis were sent to the mills.
- Processed hundreds of lab dips that were never attached to developments.
- Users had to manually export a library view of the material colors and import the file to an excel macro spreadsheet.
- Results were not updated in PTC Windchill FlexPLM on a timely basis.
- Color team was months (up to 6 months at one time) behind in updating color status.
- All users were building manual tracking charts to maintain the status of the lab dip and bulk submits.

Steps take to automate the process.

- Needed to identify MCID's that were attached to active BOM's and active style/colors for given seasons.
- Needed to have requests sent automatically to Natick.
- Needed ability to capture individual MCIDs within a pitch sheet.
- Needed to capture statuses electronically and eliminate the need for manual data entry.
- Needed ability to provide up-to-date status recaps to the business.

- 
- The Color Team is moving to a web portal solution to process color development requests and color evaluation results
 - Moving away from emails as means of communication
 - Integration of IPLM and ASAP™ to eliminate manual data re-entry into multiple systems
 - Mills must register and subscribe for ASAP portal access to view requests and results
 - Requests will feed daily: IPLM → ASAP
 - Results will feed daily: ASAP → IPLM
 - No need to track color approval status in separate Excel spreadsheets!
 - Mills may elect to become LE Color Certified or CAP Accredited to graduate to self-approval privileges



- - Would run a Material – Color library search by all MCID's created for a date range
- - Results were processed through an excel macro that would parse out the individual requests to the mill/vendor and then the files were emailed. VERY MANUAL!!!!
- - Some teams would work around the system and submit requests on their own. The files would be incomplete and create additional work on the color team to track back the missing information.
- - Results would need to be manually keyed back in to the PTC Windchill FlexPLM. The backlog of data to be loaded into the PTC Windchill FlexPLM system reach 6-8 months. Not ideal when trying to maintain visibility to teams to make informed decisions.

- Implemented Pitch Sheet functionality which continues to work well across PD teams
 - Virtually eliminated incorrect color requests within patterns
 - Opportunity to identify must-match solid colors to ensure Color Team has visibility

The screenshot shows the 'Pitch Sheet' interface in the PTC Windchill FlexPLM system. The interface includes a top navigation bar with the 'IPLM' logo, user information, and navigation links. A left sidebar contains a 'Libraries' menu with various categories like BOM, Colorway, and Material. The main area displays a table of color specifications.

	Color Position	Color	Color Number	Supplier	Tonal %	Must Match	MM Material ID	MM Development #	Color Description	Execution Notes
	1	Black-Nylon	1700	archroma	100	Yes	5515, 23508, stretch woven			One way print
	2	White-Nylon	C5651	osi	100	No				One way print
	3	Freesia	P8322	pantone	100	No				One way print
	4	Camelot Blue	4256	archroma	100	Yes	5915			Camelot blue must match to camelot blue in print 115SWP088-3
	5	Dark Azure	3765	archroma	100	No				One way print
	6	Soft Cerulean	P5379	pantone	100	No				One way print
	7	Classic Navy	C5652	osi	100	No				One way print
	8	Ballard Green	P5967	pantone	100	No				One way print
	9	Macaw Green-Nylon	4364	archroma	100	No				One way print
	10	Light Jade-Nylon	4816	archroma	100	No				One way print
	11	Match to Other	3307	archroma	100	Yes	Match to CAD			Match to CAD
	12	Bright Leaf-Nylon	4306	archroma	100	No				One way print
	13	Anchor Green	C5654	osi	100	No				One way print

Speed:

Time to process strike-off dropped from 15 to 3 minutes.

1st Round Approval Rate

	<u>2012</u>	<u>2013</u>	<u>2014</u>
• Lab Dips			
• Solid	52%	63%	70%
• Pattern	43%	43%	50%
• Bulk Lots			
• Solid & Pattern	85%	89%	95%

Accuracy:

Best-Can-Do & Color Difference

	<u>2012</u>	<u>2013</u>	<u>2014</u>
• BCD			
• Solid	31%	16%	10%
• Pattern	85%	32%	25%

LANDS'END

natic ASAP



Color Development Request Results

Color Name:	Icy Blue	Color #:	C6034	Request Type:	LabDip for Visual Evaluation
Date:	2012-11-14 02:12:56	Work Order Number:	LE-20121108-124521-1596	Submit Round:	1
Dyehouse:	[REDACTED]	Submit Status:	Approved	FSRR:	Not FSRR

APPROVED

Package Information:

CAD Image Name	412WK043-42	Material Color Id	150175	Categories Using Color	85 - WXR KNIT TOPS
Creator	gsfazen	Designer User		Development Number	
Material Id	22391	Supplier Status	active	Must Match	False
Fabric Details	Jersey 100% Cotton 5.16 oz Yarn Dye 0.00 x 0.00 - 22391	Original Supplier Name	[REDACTED]		
Package Retailer Comment:					

Request Information:

Color Code	36Y	Color Description		Color Supplier	csi
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Fabric Information:


Master Substrate ID:	Knit_146gsm_100COT	Dyehouse Substrate ID:	
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Dyehouse Comment:


Supplier/Vendor/Retailer Comment:

NO Darker

Material Color Attributes



Material



Color

Color Emerald Isle Stripe

Supplier ██████████

Material Jersey 100% Cotton-Supima 5.01 oz Yarn Dye 44.00 x 36.00 - 22391

General Attributes:

Material Color ID	150175
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Lab Dip Results:

Color Lab Dip Status	Lab Dip Approved	Registration/Layout Lab Dip Status	
Color Lab Dip Approved Date	11/29/2012	Registration/Layout Lab Dip Approved Date	
Color Lab Dip Who Approved	Vikas Ekhande	Registration/Layout Lab Dip Who Approved	
Color Lab Dip Failed Date		Registration/Layout Lab Dip Failed Date	
Color Lab Dip Who Failed		Registration/Layout Lab Dip Who Failed	
Date Sent to ASAP	11/08/2012	Date Cancelled in ASAP	03/05/2014
Date last updated in ASAP	10/17/2013	Last Action from ASAP Date	
Exclude from ASAP?	No		

Production Color Results:

Production Material Testing Results:

Individual Lab Dip Results:

Pass Fail Indicator	Round Number	Mill Lab Dip Submit #	Lab Dip Submit ID #	Daylight CMC DE	Incandescent CMC DE	UL 3000 CMC DE	LE Comments	Result Actor	Result Timestamp	Supplier Comments
Pass	1	Emerald Isle C5817 : LE-20121108-124521-1596	06b03140-0af5-4cde	0.50	0.50	0.50	Vikas - 11/30/2012			No comments.
Pass	1	Icy Blue C6034 : LE-20121108-124521-1596	f57fbbf8-860d-443d	0.42	0.71	0.26	NO Darker			

LANDS' END ④

natic ASAP



Color Development Request Results

Color Name	True Blue	Color #	2823	Request Type	LabDip for Digital Evaluation
Date	2014-01-06 21:00:04	Work Order Number	LE-20131209-191954-7702	Submit Round	1
Dyehouse	[REDACTED]	Submit Status	Rejected And Resubmit	FSRR	Not FSRR

REJECTED AND RESUBMIT

Package Information

Material Color Id	168365	Creator	gsfazen	Development Number	WMSS1350464
Material Id	21329	Supplier Status	obsolete	Must Match	True
Categories Using Color	58 - BO KNITS	Original Supplier Name	[REDACTED]	Season Developed	FH14
Fabric Details	Jersey 90% Polyester, 10% Spandex 4.81 oz Yarn Dye 42.00 x 66.00 - 21329				
Package Retailer Comment					

Request Information

Color Code	TUU	Color Supplier	archroma
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Fabric Information

Master Substrate ID	KNIT_JERSEY_0_gsm_90POL10SPA	Dyehouse Substrate ID	
Material Id	21329		

Dyehouse Comment

Supplier/Vendor/Retailer Comment

Option G rejected
 Style : 428997/428999
 Change dyestuff to control green metamerism in Inca!
 Vikas - 01/17/2014

Material Color Attributes



Material



Color

Color Supplier

True Blue

Material

Jersey 90% Polyester, 10% Spandex 4.81 oz Yarn Dye 42.00 x 66.00 - 21329

General Attributes:

Material Color ID	168365
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Lab Dip Results:

Color Lab Dip Status	Lab Dip Approved	Registration/Layout Lab Dip Status	
Color Lab Dip Approved Date	04/17/2014	Registration/Layout Lab Dip Approved Date	
Color Lab Dip Who Approved	Winnie Chan	Registration/Layout Lab Dip Who Approved	
Color Lab Dip Failed Date		Registration/Layout Lab Dip Failed Date	
Color Lab Dip Who Failed		Registration/Layout Lab Dip Who Failed	
Date Sent to ASAP	12/10/2013	Date Cancelled in ASAP	
Date last updated in ASAP	12/10/2013	Last Action from ASAP Date	09/16/2014
Exclude from ASAP?	No		

Production Color Results:

Production Material Testing Results:

Individual Lab Dip Results:

Pass Fail Indicator	Round Number	Mill Lab Dip Submit #	Lab Dip Submit ID #	Daylight CMC DE	Incandescent CMC DE	UL 3000 CMC DE	IE Comments	Result Actor	Result Timestamp
Pass	1	LE-20131209-191954-7702	2823 ECLAT 168365 LD G	1.55	2.44	1.89	Dip G - Marginally approved for Style#428997/9 only, Absolutely no lighter/duller, monitor and control green metamerism under UL3000 & Inca in production. Recipe: 0.048 % Dianix Rubine XFS 0.05% Dianix Brill Violet R 0.52% Dianix Turq. XF 4/17/2014 Winny Option G rejected Style : 428997/428999 Change dyestuff to control green metamerism in Inca! Vikas - 01/17/2014	Winnie Chan	04/17/2014

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