



NEDGRAPHICS
INSPIRING CREATIVITY

SUCCESS STORY PHIFER INC.

BUSINESS GOALS

Phifer Inc. is a powerhouse manufacturer of indoor and outdoor products. The company recently expanded into the marine and recreational vehicle flooring industries, which required quality designs completed at a fast pace.

BUSINESS CHALLENGES

The move to the fast-paced marine and recreational vehicle flooring industries required virtual samples that can be created quickly and in bulk. Designers at Phifer Inc. needed a way to explore patterns and colors for these industries that were new to them.



Lack of In-Person Presentations

Due to the pandemic, Phifer Inc. was unable to travel or have face-to-face design presentations.



Lack of Fast-Paced Sampling

Physical samples took 4 to 8 weeks of lead time, requiring significance back and forth until the completion of production.



Lack of Cost Savings

During the busiest time of the year, designers needed a program to create quality samples that took the least amount of time.



(1) NedGraphics virtual sample printout
(2) Actual woven fabric

| SOLUTION

By taking the virtual sampling route using the Easy Coloring program by NedGraphics, Phifer Inc. sped up the approval process and saved thousands of dollars per month. The company critically relied on NedGraphics' programs to keep the business running.

"The client can view our printed CADs, approve the design and go straight to production without ever having to weave a sample.

For us, that saves cost in labor, raw material and weaving. That's one of the biggest advantages of our Easy Coloring program is that we're able to go through the approval process so quickly."

Angela Bloodworth
Designer at Phifer Inc.



Easy Coloring

Phifer Inc. depended greatly on the Easy Coloring program to create and present virtual samples for customers. The Easy Coloring program allowed Phifer Inc. to go through the approval process quickly.



Virtual Sampling

NedGraphics' virtual sampling products helped Phifer Inc. reduce actual woven samples. This was accomplished while maintaining custom color-correct printouts via simulated woven designs in 1 to 2 days.



Digital Processes

Clients of Phifer Inc. were able to view printed CADs, approve designs and go straight to production without ever having to weave a sample. This saved on labor and raw material costs.



RESULTS

Phifer Inc. experienced significant improvements in terms of sample output and sampling costs. NedGraphics' Easy Coloring, virtual sampling and digital processes allowed Phifer Inc. to stay afloat and flourish during unprecedented times.



Increased Samples

Phifer Inc. created about 20 virtual samples a month using Easy Coloring by NedGraphics. During the tradeshow season, the company created over 100 different virtual samples.



Reduced Lead Time

Physical samples required 4 to 8 weeks of lead time while virtual samples that included custom color-correct printouts of simulated woven designs took only 1 to 2 days.



Expanded Client List

The company was able to win new business by offering infinite amounts of pattern and color samples quickly and regularly while also saving on design time and sample costs.

NEDGRAPHICS PARTNERSHIP

Both Phifer Inc. and NedGraphics were confident that the products looked exactly like their physical woven samples. Consistency was evident in the accuracy of colors, yarns and patterns. This allowed Phifer Inc. and their clients to approve designs quickly before going into production.

“We went through 2020 like many others. We were not able to travel or have face-to-face design presentations. Because of this, we depended greatly on our Easy Coloring program to create virtual samples to present to our customers.

Because we depend so much on our NedGraphics programs, it is essential for us to have system support. NedGraphics provides our designers with hands-on training, constant software updates and exceptional technical support from both their customer service and sales teams. We could not be more pleased with our NedGraphics design systems.”

Angela Bloodworth

Designer at Phifer Inc.

ABOUT NEDGRAPHICS

NedGraphics is a leading developer of CAD software solutions created specifically for apparel and retail, home furnishings, flooring design and various other textiles. NedGraphics products allow designers to exercise full creative freedom while improving efficiency, productivity and accuracy to create production-ready artwork.

Save on time and costs with NedGraphics.
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