



FDRA

FOOTWEAR DISTRIBUTORS AND RETAILERS OF AMERICA



SHOE
CARNIVAL®



TARGET

WOLVERINE | W
worldwide



Danner®
SINCE 1932

DECKERS
— BRANDS —

Clarks

CALERES

★ 5 ★

H·H·BROWN®
SINCE 1883



CONVERSE



SKECHERS



ALDO

eCCO



BROOKS®



Foot Locker®

Zappos
POWERED by SERVICE®



Payless
SHOESOURCE®

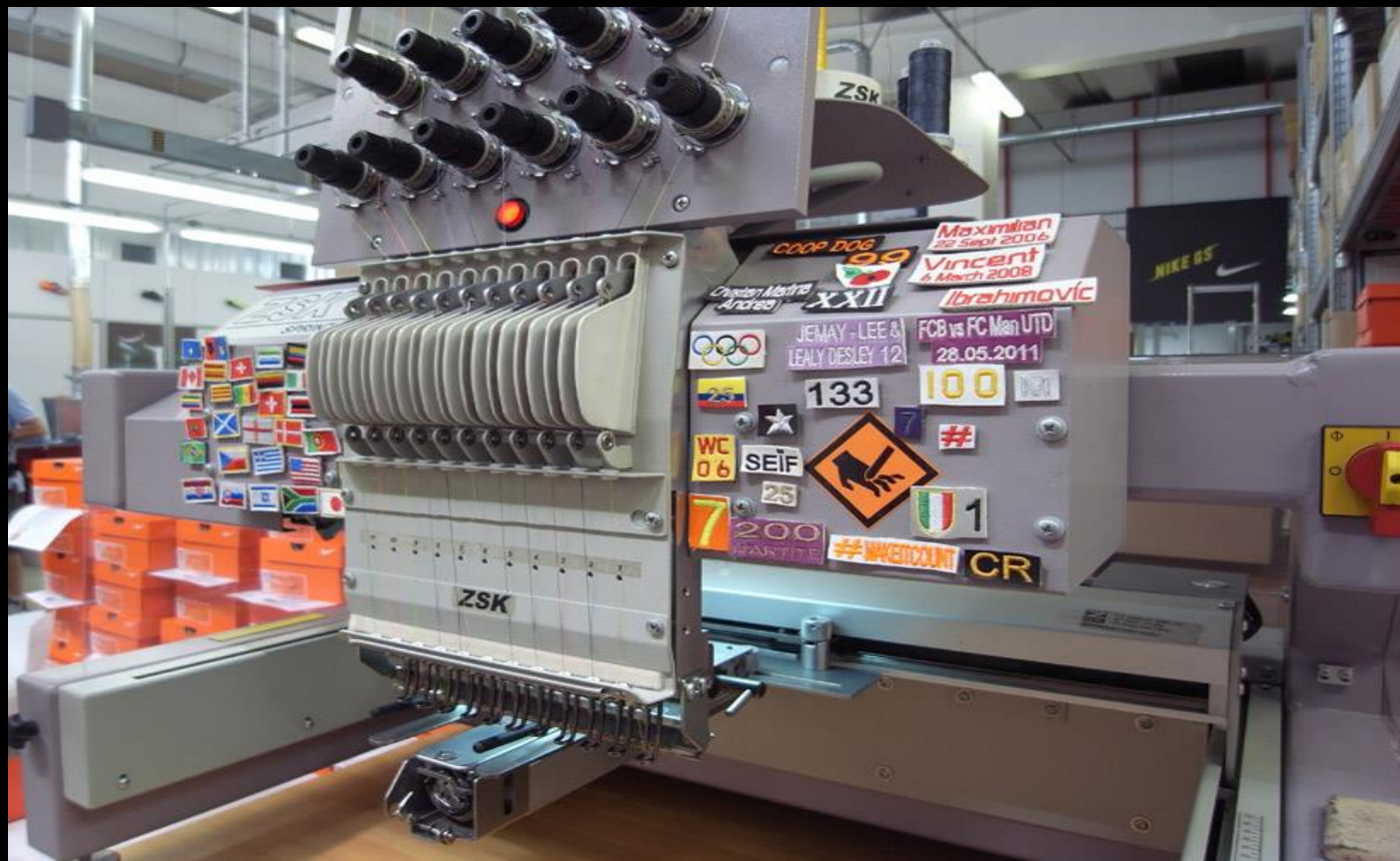
**It takes just 26 minutes to
make a shoe in a factory....**

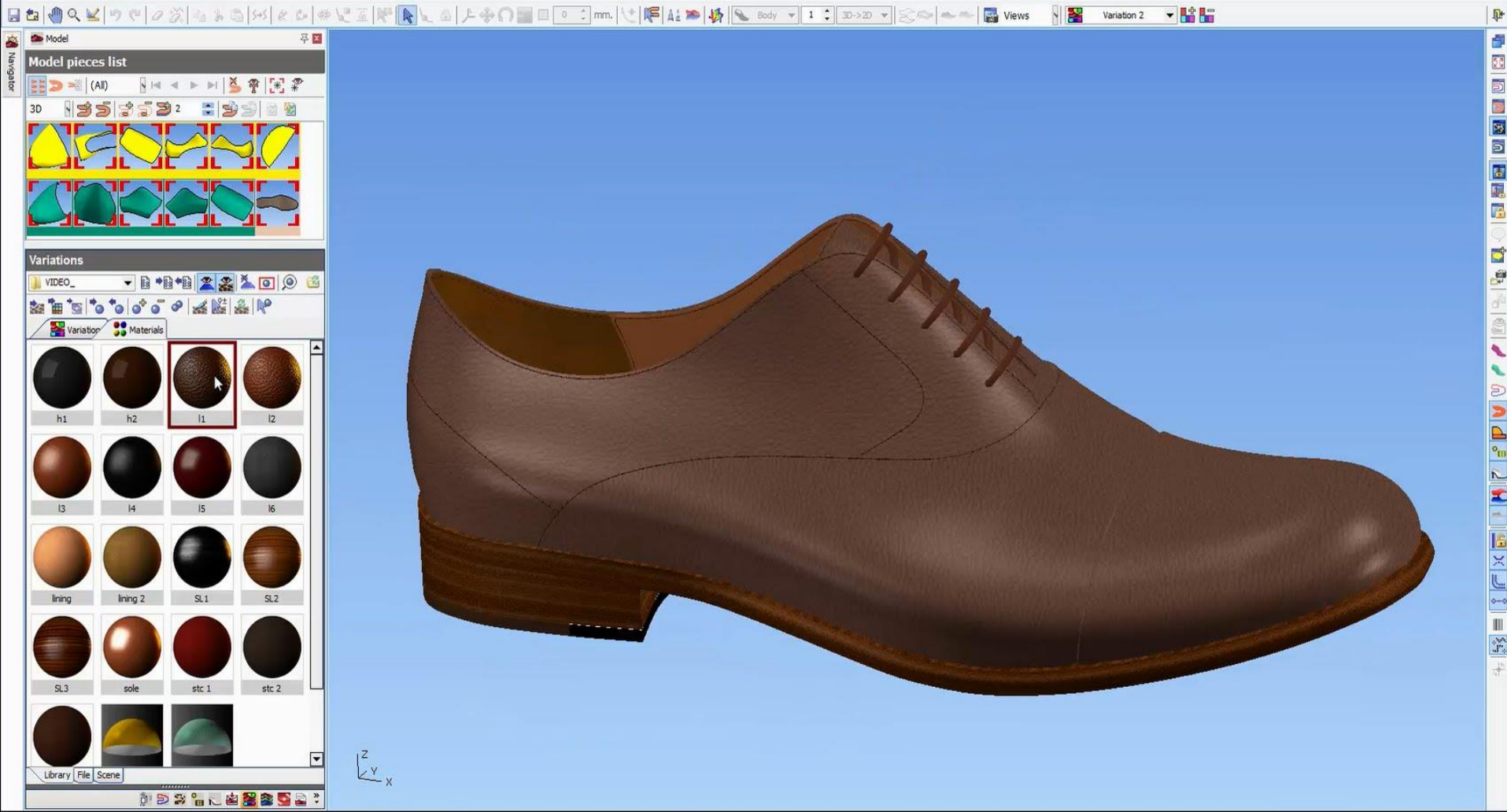
**The rest is *design,*
*planning & development...***

**Design &
Development**

innovation







HOKA ONE ONE Headquarters



3D PRINTING vs REAL SAMPLE



2-4 days to develop

12-24 weeks to develop

\$300

ROMANS CAD
Software

\$2,000+



**3D design and
development
is now
a 24 hour
non-stop
process**

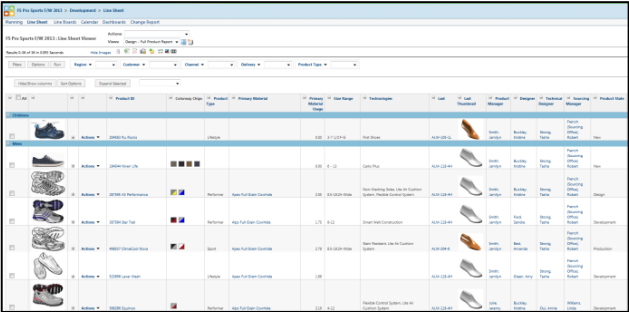
Footwear Companies Continue to Move to ***TOTAL TEAM DEVELOPMENT***

Developing a multiuser PDM & PLM system process where GLOBAL:

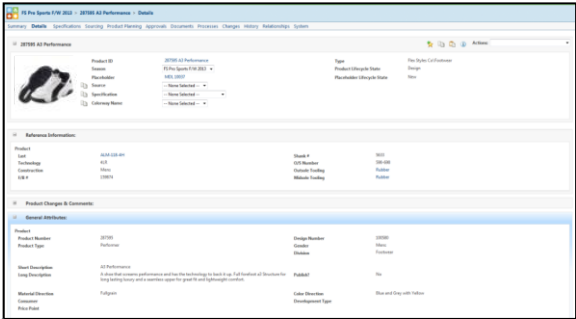
- **designers**
- **materials teams**
- **commercialization and production teams**
- **compliance personnel**
- **customs personnel**
- **sales teams & moving to consumer inputs**

can get line of sight into, and give input on, samples as they go through the development process.

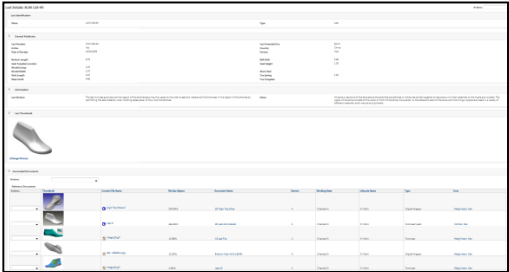
PTC FLEXPLM – FOOTWEAR STRUCTURE SUPPORT



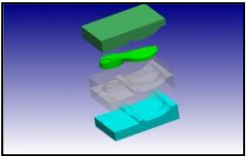
Seasonal Link



Product Attributes



Last Design



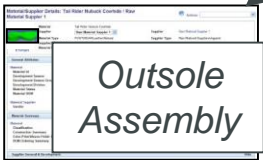
Mold/Tooling



Product/SKU

Part Name	Material	Color	UOM	Quantity	Unit Price	Price	Price Over	Total
Vamp	Pig Suede 100% pig 1.8 mm	SG YD	0.40	0.00	\$4.03	\$0.00	\$1.61	
Tongue	Pig Suede 100% pig 1.8 mm	SG YD	0.25	0.00	\$4.03	\$0.00	\$1.01	
Back	Pig Suede 100% pig 1.8 mm	SG YD	0.15	0.00	\$4.03	\$0.00	\$0.60	
Midsole							\$1.20	
Outsole							\$1.20	
Stitching							\$1.00	
Padding							\$0.25	
Box	Cardboard Box		1.00	0.00	\$0.00	\$0.75	\$0.75	
								Total = \$9.22

SKU Level BOM



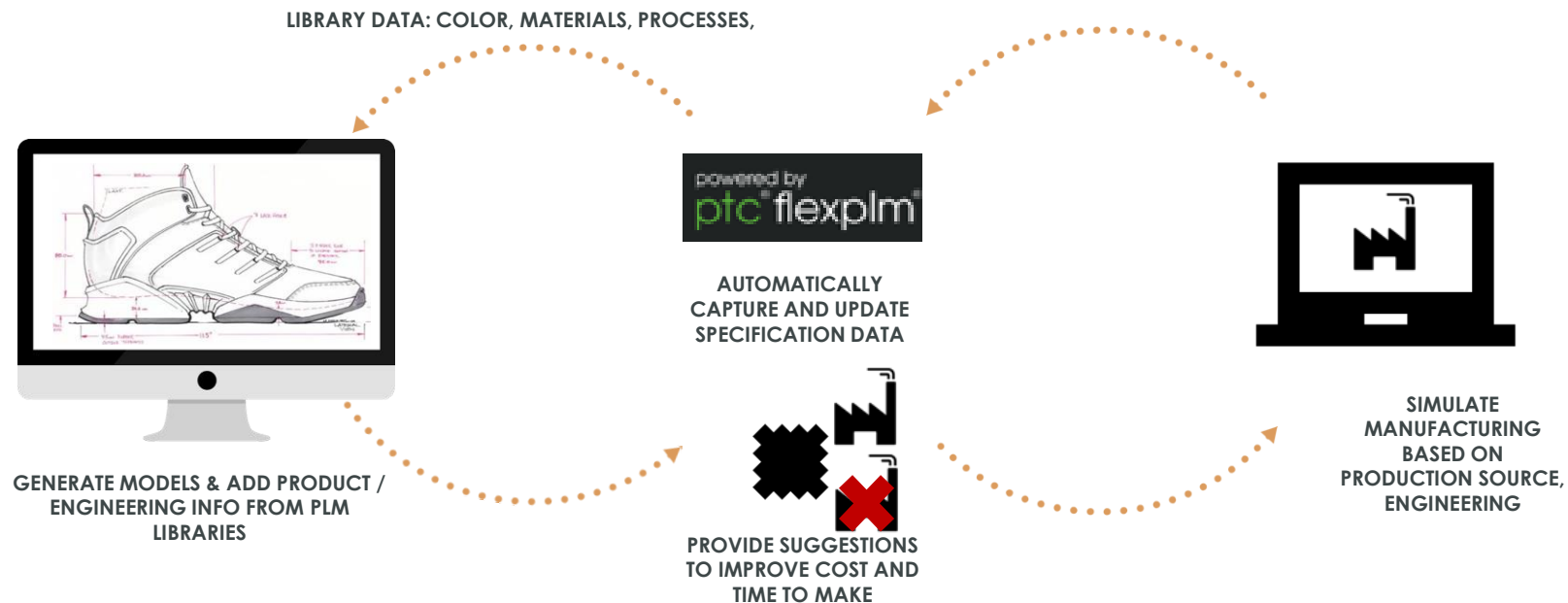
Outsole Assembly



Leather

Material Library

EVALUATE MANUFACTURABILITY DURING DESIGN



Tackling a real trade challenge on **materials**...

Helping connect brands to global suppliers... increasing sustainability and reducing costs as brands test product before they ever make prototypes.



PANTONE®
18-3530 TCX
Lavender Crystal

PANTONE®
18-3540 TCX
Purple Sapphire

PANTONE®
18-3540 TCX
Purple Sapphire

PANTONE®
17-3640 TCX
Fairy Wren

PANTONE®
19-3425 TCX
Spiced Plum

PANTONE®
18-3521 TCX
Plum Jam

PANTONE®
15-3716 TCX
Purple Rose

PANTONE®
17-3520 TCX

PANTONE®
18-3634 TCX

PANTONE®
16-3720 TCX

Communication: Suppliers are using a mix of basic software to manage communications and inventory...

Create New Material

Material Attributes

*Name

Type

Material Thumbnail

Browse...

Systematic Name Attributes:

Deckers Material ID (New)

Derived From Other Attributes

*Material Descriptor

Size

Weight

Weight UOM (Textile)

*Woven / Non Woven / Knit

Print Name

Weave Type

*Fiber Content

Content

Percentage

Add

Chosen

Remove

The end of manually entering data – cutting out error and hundreds of man hours.

Request Attributes:

*Material Status

New Request

*Material Owner

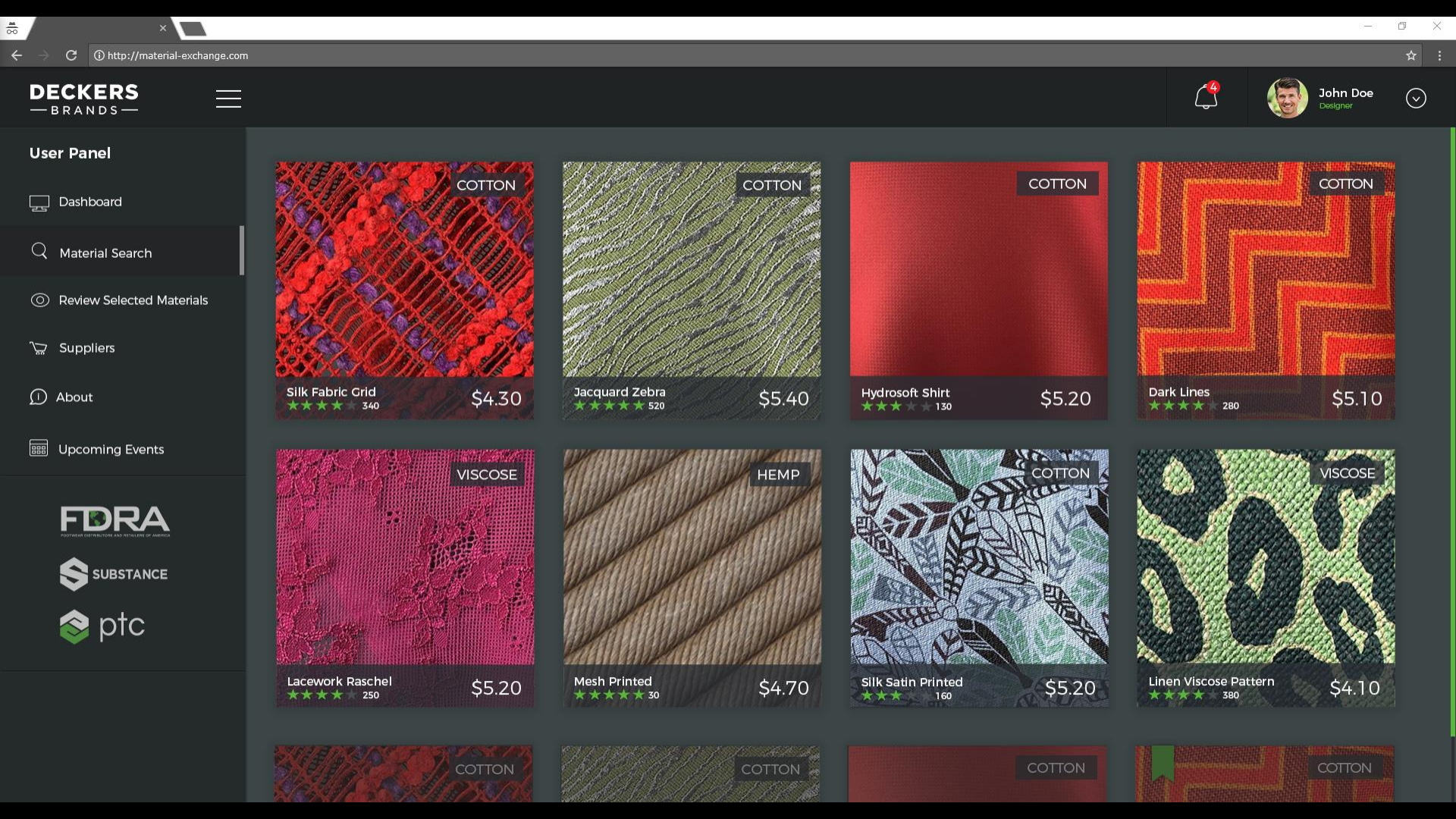
Request Description

*Initial Season:

The logo for Material Exchange features a stylized icon on the left consisting of three vertical green bars and three horizontal white bars. To the right of the icon, the word "material" is written in a bold, green, sans-serif font, and the word "exchange" is written in a bold, white, sans-serif font below it.

material exchange





User Panel

- Dashboard
- Material Search
- Review Selected Materials
- Suppliers
- About
- Upcoming Events

FDRA
FEDERAL DISTRIBUTION AND RETAILERS OF AMERICA

SUBSTANCE

ptc

COTTON

Silk Fabric Grid
★★★★ 340
\$4.30

COTTON

Jacquard Zebra
★★★★ 520
\$5.40

COTTON

Hydrosoft Shirt
★★★★ 130
\$5.20

COTTON

Dark Lines
★★★★ 280
\$5.10

VISCOSE

Lacework Raschel
★★★★ 250
\$5.20

HEMP

Mesh Printed
★★★★ 30
\$4.70

COTTON

Silk Satin Printed
★★★★ 160
\$5.20

VISCOSE

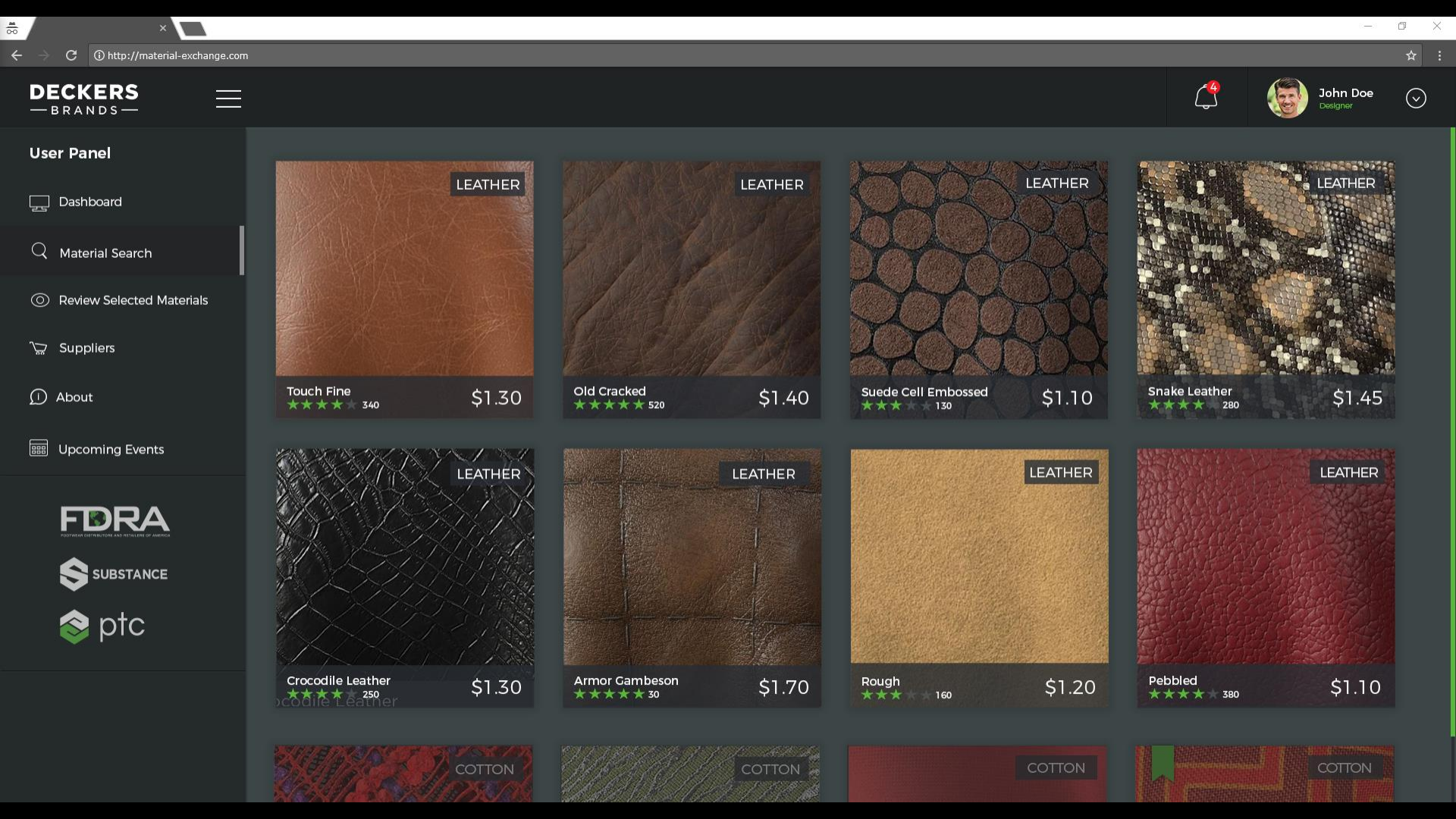
Linen Viscose Pattern
★★★★ 380
\$4.10

COTTON

COTTON

COTTON

COTTON



User Panel

Dashboard

Material Search

Review Selected Materials

Suppliers

About

Upcoming Events

FDRA
FURNITURE DISTRIBUTORS AND RETAILERS OF AMERICA

SUBSTANCE

ptc

LEATHER



Touch Fine

★★★★★ 340

\$1.30

LEATHER



Old Cracked

★★★★★ 520

\$1.40

LEATHER



Suede Cell Embossed

★★★★★ 130

\$1.10

LEATHER



Snake Leather

★★★★★ 280

\$1.45

LEATHER



Crocodile Leather

★★★★★ 250

\$1.30

LEATHER



Armor Gambeson

★★★★★ 30

\$1.70

LEATHER



Rough

★★★★★ 160

\$1.20

LEATHER



Pebbled

★★★★★ 380

\$1.10

COTTON



COTTON



COTTON



COTTON





RESTRICTED SUBSTANCE TEST REPORT

Report No.: WOA00072953 REV-1

Reporting Date: September 25, 2014

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"This is a supersede report of WOA00072953, dated September, 23 2014"

Ashton Potter
10 Curtwright Drive,
Buffalo, NY 14221
Attn: Joe Schutte/ Jill Benham

OVERALL EVALUATION

X PASS

FAIL

Buyer:	DECKERS
Material Supplier:	UPM Raflatac
Finish Product Manufacturer:	Ashton Potter
Sample Description:	PS Red Stripe Labels
Material Composition:	Semi-Gloss Paper With Emulsion Acrylic Adhesive on a White Kraft Liner
Material ID:	54# Raflacoat RP51 40# White Kraft
Style No./Style Name:	-
Color:	White/Black/Red
Season:	F15
Stage:	Production
End Use:	Footwear, Bags, Apparel, Home Product
Material Classification:	Packaging Materials
Test Type:	Full Item RS Test
Sample Receiving Date:	September 12, 2014
Report Issuing Date:	September 25, 2014

SUMMARY



Download

A glimpse into the future:

Improve efficiency
during physical sample
review via augmenting
critical measurements
and notes...

PTC Technology



A glimpse into the future:

The growth of CADs and CGI – before a sample is ever made...companies will crowdsource to see if, and how much will sale, before production.





FOOTWEAR DISTRIBUTORS AND RETAILERS OF AMERICA

**Matt
Priest**

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The Footwear
Industry's Podcast

[**shoeinshow.com**](http://shoeinshow.com)

Meet Our Panelists

