



3i Infotech and Singletree Technologies Increase Productivity for Apparel Maker Ash City by 50 Percent; Company Gains Competitive Edge with Streamlined Product Development

[Business Wire](#), August 8, 2005

EDISON, N.J. -- Ash City, a leading manufacturer of corporate casual apparel, has reported its productivity has increased by 50 percent following the implementation of three bolt-on applications from Singletree Technologies. 3i Infotech markets and supports the applications in line with its own ERP offering, ORION, that caters to the manufacturing, retail and distribution industries. The applications, Report Wizard, Item Quick Entry, and Development Track & Approve help apparel manufacturers streamline the product development and manufacturing process and improve communication with their vendors.

Ash City employs approximately 1,000 people and operates from 200,000 square feet of office space. The company's investment in advanced technology provides a comprehensive view of all design details to give Ash City the ability to quickly react to customer demands and make changes in production as necessary.

The applications were built to enhance the functionality of Gerber Technology's Web PDM, a world-class product specification system. Development Track & Approve allows apparel companies to pull sample and lab dip information from WebPDM and track it throughout the development cycle. Additionally, Report Wizard enables companies to quickly and easily create custom reports by dragging and dropping data fields from WebPDM. The Item Quick Entry tool allows for faster raw material data entry as users can update multiple items from one screen and it provides an advanced search function and filtering capabilities. "Singletree Technologies' applications eliminate work duplication, reduce errors and improve our response time to last minute changes, which is vital to our ability to grow and remain competitive, said Tisha Khan, Design Department Administrator, Ash City. "Before implementing the applications, our teams manually re-created reports and enlarged images. Now we can easily send our partners tailored packages with larger images that show important details such as button finishes and more accurate color combination swatches," she added.

"In an industry where product specifications are constantly changing, competition is fierce, and margins can be razor thin, apparel manufacturers must rely heavily on tools to increase productivity and minimize errors," said Vincent Candela, Vice President Fashion Technology, 3i Infotech. "Singletree Technologies' tools used in conjunction with WebPDM, permit apparel companies to achieve optimal efficiency in their product development and production process," he continued.



Built with Singletree Technologies' industry expertise and 3i Infotech's software development strengths, the applications seamlessly tie to the WebPDM system, enabling apparel companies to realize rapid return on investment without customization costs or headaches.

About 3i Infotech Inc (Formerly known as ICICI Infotech Inc)

3i Infotech Limited (www.3i-infotech.com) provides a range of information technology solutions for banking, finance, insurance, e-governance, manufacturing, retail, and distribution. Its software business is SEI CMM Level 5 compliant and is ISO 9001:2000 certified for its Infrastructure Services.

Using its domain knowledge and through continuous investment in technologies, 3i Infotech Limited helps corporations in their businesses through its expertise in enterprise-class software solutions, software services, information security consulting, IT infrastructure and disaster recovery solutions. 3i Infotech serves customers in 40 countries and has a presence across 4 continents.

About Ash City

Ash City is a North American leader, in the manufacture, sale and distribution of in-stock, corporate casual apparel. Ash City provides excellent apparel and services to its customers worldwide, through a highly dedicated staff and experienced management team. Our mission is to deliver an exceptional customer experience, with superior quality products, service and value, thereby enabling our customers to satisfy the needs of their clients.

About Singletree Technologies

Founded in 2001, Singletree Technologies, LLC is a company dedicated to enhancing product development in the apparel industry through applications created with usability and flexibility in mind. Learn more about Singletree at www.singletreetech.com.