



## Sustainable Textile Producer Changes Business Strategy by Digitally Sharing Materials to Overcome Market Pressures

### Customer Profile Information

**COMPANY NAME:**  
HongYang Textile Co.,Ltd

**COMPANY WEBSITE:**  
[www.hyrpet.com](http://www.hyrpet.com)

**LOCATION:**  
Dongguan China

**COMPANY SIZE:**  
100+ employees

Material Exchange  
Public Digital Profile:

<https://library.material-exchange.com/show-company-profile/57>

HongYang Textile Co. Ltd was founded in 2007 and is one of China's leading textile suppliers for the footwear, apparel and luggage industries. HongYang is involved in the Research & Development, Production and Supply of textiles with a focus on sustainability. HongYang has a market presence in Europe, North America and Southeast Asia with strategic partnerships with customers such as Zara, H&M, Geox, Mango, Aldo, Skechers, Caleres & Tommy Hilfiger. HongYang's commitment to sustainability and to reduce material waste were key drivers in their implementation of innovative digital material sharing to their customer network.

*“Digitalisation is the future,  
start now or be left behind.”*

**Serena Li,**  
Marketing Director,  
HongYang Textile

## Changing Environments Require a Change in Business Strategy

Many companies face uncertainties in a variety of different forms, one major concern for many, is the ability to keep up with the ever-changing needs of the customers and peak in market demand for certain materials. HongYang pride themselves on being at the forefront of innovation with regards to sustainable product development and creation, and boast 100 strong team of employees to be able to keep up with demand and changing business environments. As many brand customers are now looking for new, digital ways to source their products, HongYang saw this imminent development a number of years ago, and quickly positioned themselves as materials suppliers with digital capabilities, with the move to digitising materials and sharing these via digital methods like Material Exchange.

## Savings Thanks to the Digital Shift

HongYang works with some of the biggest brands in the world, some of these brands like Caleres, have strong relationships with many of their loyal suppliers that have been built over time. Many of these brands will invite their material suppliers to join them in the transition to digital technologies. This was no different in the case of HongYang, Caleres invited them to take the step. Quickly HongYang noticed the key the benefits of using digital materials and sharing these instantly, the main benefits included cost savings on production, improved delivery speeds of samples and many hours saved as they did not need to produce multiple physical material samples.

## Advice to the industry

Digitalisation is the future, start now or be left behind,” said Serena Li, Marketing Director, HongYang Textile. A powerful yet compelling message to the industry on how important is it’s for material suppliers to have important digital capabilities. The digital capabilities have not only strengthened Hong Yang’s relationships with their brands, but opened new avenues of opportunities to connect and build relationships with other world renowned brands within Material Exchange.