

All in one innovation



Innovative textile supplier adopts textile simulation system and digitises materials on their path to digitalisation

Customer Profile Information

COMPANY NAME:
Tiong Liong Industrial Co., Ltd.

COMPANY WEBSITE:
www.tiongliong.com/english/index.php

LOCATION:
Taiwan

COMPANY SIZE:
400-500 Employees

Material Exchange
Public Digital Profile:

<https://library.material-exchange.com/show-company-profile/156>

Tiong Liong Industrial Co. Ltd., (Tiong Liong) subsidiary of Nam Liong Group, was founded in 1979. Starting from a small-scale lamination factory it gradually grew up to an organized corporation with diverse businesses, such as, textile weaving, dyeing, hi-tech coating and laminating. To overcome the industry challenges of the 21st century, the company stepped onto a digital transformation journey, adopting a textile simulation system and moving to digital material showcasing to avoid both wasteful prototyping, and overcome physical barriers of showcasing their materials to their customers in a manual way.

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Tiong Liong Industrial Co., Ltd.

Innovation through Collaboration

Tiong Liong is well-known in the industry for their innovative techniques and approach to textile development and manufacturing. Much like Material Exchange, Tiong Liong has partnerships with numerous leading global brands to enhance their product range and scope to what the industry requires. Tiong Liong brand partners include Nike, Adidas, Under Armour, Puma, New Balance, Converse, Reebok, Brooks, Anta, Asics and many more.

Tiong Liong uses a unique design concept and integration of own-brand materials, to provide functional, custom and high-quality products and services to create a one-stop shopping experience.

A Sustainable Approach to Manufacturing

Tiong Liong is devoted to the practice of respecting and protecting the natural environment. The company follows the 4R concept, which focuses on minimizing plastic waste through Reduce, Reuse, Recycle and Renewable. “We actively focus on reducing plastic waste, by recycling and using local materials, in order to reduce the carbon footprint of transportation, and material waste,” a representative from Tiong Liong commented.

Through their dedication and commitment, to sustainability and protecting the global environment, Tiong Liong are members of key international sustainability associations including SAC and Higg Index. In addition, Tiong Liong are a certified Global Recycled Standard member.

To further apply their sustainable philosophy when manufacturing materials, Tiong Liong are a BLUESIGN system partner. BLUESIGN traces each textile’s path along the manufacturing process, making improvements at every stage from factory floor to finished product. The system provides safer and more sustainable environments for people to work in and everyone to live in.

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Challenges Facing Textile Suppliers

Tiong Liong is one of the leading textile suppliers in Taiwan and focus a considerable amount of its research and development on new innovative materials to support the changing demands of today’s brands and their consumers. A major challenge is the current global situation, with many delivery channels restricted, Tiong Liong considers its biggest challenge getting products to its customers on time ahead of its competitors.

Digitalisation to Ensure Business Continuity for the Future

Tiong Liong has now begun to adopt a textile simulation system, this system enables the design and development of textiles and materials without having to produce multiple prototypes. To further invest in digital transformation, Tiong Liong became key Material Exchange members in 2019. The subscription with Material Exchange is an important tool in enabling Tiong Liong to share multiple digital material samples with their customers around the world.

“We have an understanding into the benefits that Material Exchange will assist us to shorten the development process of new materials for our customers, whilst making communication more efficient. We also see that the incorporation of digital material samples will significantly decrease unnecessary material waste which occurs during the development process. This is the most meaningful benefit of Material Exchange, it enables us to continue our commitment to protecting the planet for future generations,” adds a representative from Tiong Liong.

Importance of Digital Transformation

The need for digital capabilities is a key industry pressure for both brands and material suppliers, but can revolutionise the way the industry operates and create a sustainable future for fashion. Tiong Liong was initially told about the idea of digital materials through their brand customer – Deckers Brands. In addition, Adidas, who are a major customer of Tiong Liong has used digital sampling for many years via their own material plat-

form. The realisation was that digital transformation though digital materials can expand their current brand customer network. The implementation was an intensive and in-depth process, initially finding the most appropriate providers for them in Material Exchange and then began to facilitate the transition to digital materials, by scanning and using digital software to make the most accurate representation of materials, before uploading these to share with their brands.

Improved Customer Engagement

The new approach to generate new business opportunities via digital sampling enabled Tiong Liong to direct their new and existing customers to the digital material catalogue where they can view the full inventory of materials in real-time. This limited the need to send physical sample books or seasonal catalogues around the world, creates a significant decrease in production costs and lowers the overall carbon impact. Physical samples are now only provided upon request from the customer. The new approach has enabled Tiong Liong to continue to collaborate with their customer base during the current period of disruption.

Experienced Advice to the Industry

“Our initial question with regards to digital materials was the loss of the ‘touch and feel’ of physical materials. However, this issue can largely be solved by creating a detailed material attribute list of each material, which enables brands to have a full insight in the material and attributes,”. On what other material suppliers should consider when looking to invest in digital material technology: “The return on investment largely out-weighs the initial out lay, do not worry too much about the cost of investment, think about the savings on development and shipping costs,” a representative from Tiong Liong concludes.