



Innovative Auxiliary Supplier Adopts Digitalisation to Increase Opportunities Globally

Customer Profile Information

COMPANY:
BUTTON INTERNATIONAL CO., LTD

COMPANY WEBSITE:
www.e-button.com.tw

Button International has been at the forefront of innovation within the fashion material industry for many years and is a leading manufacturer of auxiliary materials. By pursuing sustainable innovation and aligning their mission with the UN SDGs they aim to help improve the growth and sustainability of the industry.

Material Exchange Public
Digital Profile:

[https://library.material-exchange.com/
show-company-profile/82e4c400-8671-
47bc-a2c3-c7144c7c4780](https://library.material-exchange.com/show-company-profile/82e4c400-8671-47bc-a2c3-c7144c7c4780)



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WHAT'S NEXT?

BUTTON INTL HAVE RECENTLY RELEASED A WIDE RANGE OF NEW AND EXCITING PRODUCTS:



MAGNETIC BUCKLES
(Fast, simple, trendy design)

[VIDEO](#)



STAINLESS STEEL B525
(Provides shine without electroplated layer being removed which is also environment-friendly)

PRECISION, QUALITY, EXQUISITENESS

Founded in 1994, Button International (Button Intl) was named after its flagship product, the button; and develops and manufactures a wide range of hardware products including buttons, eyelets, zippers, and pulls from materials such as plastic, brass, zinc, alloy and other eco-friendly products. Button Intl supply a number of high profile customers such as Nike, Adidas, Columbia sportswear, Burton, Jack Wolfskin, Peak Performance, Uniqlo and more.

In their commitment to design and innovation Button Intl's self-designed products have obtained dozens of domestic and worldwide patents, they have also implemented production systems with more precision which will better fulfil their clients' needs from product design to production. To guarantee a high level of quality, their products are OEKO-TEX®, bluesign®, higg index-approved to ensure the production process adheres to sustainability guidelines and meets the highest standards of consumer safety. Innovation through technology is a huge driver for Button Intl, to continue to be a market leader, they will continue to combine technology and fashion trends to move toward the goal of "precision", "quality" and "exquisiteness" of their products.

MAKING A POSITIVE IMPACT

The fashion landscape has now changed, during 2020 industries across the world felt the shockwave of uncertainty, none more so than the fashion industry; in particular, suppliers. The climate changes, the upsurge of globalization and the COVID-19 pandemic are causing large amounts of uncertainty within the marketplace. All of which are additional pressures to the concurrent industrial changes and pullulating trends of transparency and sustainability.

Traditionally, competition for customers consisted of improving the functionality of products and differentiation from the competition, but currently sustainability is becoming a new central focus of all brands. Therefore, Button Intl is actively committing to sustainability and as mentioned previously, integrating the UN SDGs into their existing business model.



"GREEN" PRODUCTS MADE FROM RECYCLED PET

(Can start using to manufacture most products, we will need to run a few tests in lab. Please feel free to make any proposals)

Button INTL's corporate image video:

VIDEO

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Chiu Ching-Chu,
CEO

Many of Button Intl's products are manufactured from using recycled PET and NY – all of which are GRS-approved. In addition, they also actively work to eliminate single-use plastics and are keen to develop alternative materials to decrease the use of petroleum products, subsequently reducing their overall carbon emissions.

Further building on the premise of sustainability, Button Intl recycle many of their unused or waste materials and actively take part in energy conservation and carbon reduction techniques. One way they have evidenced this is by leveraging digital materials; they can now share a single digital material sample to multiple customers, reducing production emissions and limiting the need to send multiple samples around the world.

To decrease the impact of the materials used in Button Intl's manufacturing process, their management of chemicals is in adherence to bluesign® industry standards to ensure proper use of these chemicals in the process is observed. Products also adhere to OEKO-TEX® industry standards, ensuring the products do not contain harmful substances. Through Higg's assessment of sustainability Button Intl can obtain quantitative environmental data and relay this data to their clients.

On the pressure of sustainability, Button Intl CEO, Chiu Ching-Chu said: *"More and more brands are beginning to pay attention to sustainability issues and Button will continue pursuing the goal of sustainability as well by embracing industrial challenges such as digitalisation of our products."*

DIGITAL OPPORTUNITIES EMERGE

During the height of the marketplace disruption in 2020, many of the traditional channels and ways of doing business were restricted. In-person trade shows and face-to-face client meetings were not possible, therefore in order for the industry to continue to operate, a new channel was needed. Material Exchange stepped in to leverage their platform and develop the first ever Digital Material Show, to bring together brands and suppliers to interact and share materials in a

totally digital environment. Button Intl activity participated in the Digital Material Show, they saw it as a way to discover new customers and new markets, and had some positive outcomes as a result. *“We found new opportunities in inbound inquiries from brands that we have never been in touch with before, such as Skechers and Yeezy. They showed great interest in our new products; the interaction with these companies has facilitated more innovation of our R&D teams as well,”* added Chiu Ching-Chu.

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Since the Digital Material Show, Button Intl has further embraced digitalisation, they have joined Material Exchange full-time to create an online product library of their materials to enable brands to find their materials easier. In addition, they have developed their own virtual exhibits and virtual tours of the factory, and also created live broadcasts of their new products, for brands to learn how they are addressing sustainability within their company processes and materials.

PREPARING FOR THE FUTURE

With the transformation of business models, traditional face-to-face communication is not the only way to do business anymore. For industries that rely on manpower, digitalization and information security present a huge challenge, but also provide an opportunity for Button Intl to change their philosophy and ride on the international wave of smart production and digitalization.

Auxiliary materials are inextricably intertwined with the design of clothing. When clothing designers get their hands on auxiliary materials for inspiration's sake, the materials are usually mailed out as samples; this increases time and distribution costs. To address this, Button introduced their ground-breaking “2D Wear-and-Style”, where designers can upload their designs and combined these with auxiliary materials. The development of “2D Wear-and-Style” provided Button Intl with an initial taste of digitalisation before it was widely accepted within the industry, this meant that they already had many of their materials available in a digital form, and needed a place to display these globally; this is one of

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Chiu Ching-Chu,
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many reasons why the joined Material Exchange. "Before deciding to join ME, we conducted comparisons of various on-line textile platforms, some of which were almost threadbare with just pictures of products. Material Exchange provides all the necessities of an outstanding platform, with messaging, conferencing and promoting functions. We know that Material Exchange have listened to their users and continually upgraded the platform. Material Exchange has brought Button Intl increased new market exposure and also optimized descriptions of our products. They have given thought to the information that clients deem necessary, and provide explanatory clips of operation and methods of application which will give clients a better idea and impression about our products." added Chiu Ching-Chu.

ADVICE TO THE INDUSTRY

Button Intl are not new to the concept of digitalisation. They have conducted detailed research into the subject and adapted so they can make digital platforms and digital processes work for them for the future. They understand well the needs of their clients and the changing industry, if others are looking to join digital platforms, Button Intl say: "Having a well-rounded product database with complete product specs, detailed methods of application etc. will speed up the listing and updating of products, so information can quickly be accessed by clients and thus increased business opportunities with name brands."