

## PRESS RELEASE



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### **IT works for trade fair visitors** A Palm-PC application at *ShirtAvenue* exhibition

**Shirt Avenue**, Villa Erba Como (Italy) from February 27 to March 1 is the sole international appointment dedicated to top quality shirting fabrics. The visitors were able to choose among new trends and offerings, exhibited by companies with a strong textile research drive.

Many of the visitors of ShirtAvenue spent their time at the **TESTA spa** stand attracted by its new collection, well known for a top-level quality.

The customer satisfaction for the service received at the TESTA stand has been particularly high: the Sales Reps were able to acquire the orders quickly and without errors thanks to a Palm PC application developed by **datatex**.

The application flow is simple and effective, reducing the number of keyed information to a minimum. Once the customer and the sales rep have identified the interested article on the product catalog, a barcode reader sends the request for the data filed in the Palm PC (5000 articles).

Also the customer data is filed in the device: this allows the order acquisition in a very short time, being sure that all the acquired information on the customer and on the ordered items are correct.

The information is then sent via the dual-band GSM feature to the **TIM – Textile Integrated Manufacturing**, the **Datatex** ERP for textile industries, installed at TESTA premises.

The TIM implemented at TESTA gives a real end-to-end solution from the order acquisition to the articles shipment, from the production planning and launch to the cost control.

TESTA spa is a high quality fabric weaver and finisher. Its production capacity is 3 millions meters per year. The manufacturing internal production process includes yarn dyeing, warping and weaving. The collection is renewed twice a year and includes fabric of cotton, cotton/ linen, cotton/ cachemire.

[www.testaspa.com](http://www.testaspa.com)

**Datatex** is the world's leader in manufacturing solutions for the textile and apparel industry, with over 300 satisfied customers in 5 continents and 34 countries. The TIM solution is a suite of modules divided into the various functional areas of management such as sales, inventory control, manufacturing, planning costing and quality management. TIM is totally adaptable to small and very large companies, producing any part of the supply chain from fiber to garment. Due to its extremely high degree of flexibility, TIM can be set up to serve most any company in the industry with minimum modification.

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