

# CASE STUDY : C&A (China) Co., Ltd.

## RETAIL MANNEQUIN CONCEPT

### > Initial situation

All Mannequins were produced on demand with an approximately four to six weeks lead time. Each change of the visuals required the production and transportation of a complete mannequin limiting the choice to 13 different styles in white and black and male and female. All mannequins were made from fiber glass which is sensitive to damages and caused many claims during logistic or when changing clothing.

### > Solution/ implementation by aeptis

Increasing the frequency of changing visuals in the POS, decrease claim rate due to damages, reducing the environmental impact of fiber glass as well as reducing costs in logistics was the challenge to fulfill. aeptis developed a mannequin system of base torso and hip with exchangeable arms and legs. The material was changed to unbreakable PU-Plastic for arms and legs using biodegradable plastic. Production lead time was reduced to two to three weeks.

### > Client benefits

- The logistic costs were reduced by over 80 per cent as only mannequin parts rather than complete mannequins needed to be sent when changing visuals.
- The frequency of change of visuals was increased allowing 416 different mannequin possibilities.

- Arms and legs were made from PU-Plastic which does not break during transportation or when dropped.

- An Eco-additive technology was used with the PU material to enhance biodegradability in landfill supporting C&A's commitment of an environmentally friendly material usage.



## PARTNER INFO

### > C&A (CHINA) Co., Ltd.

C&A, a Dutch fashion retail company founded by Clemens and August Brenninkmeijer in 1841. In 2014, C&A operated 1,575 stores in 21 countries. C&A China focuses on a target group that is middle classed, young and dynamic. C&A is member of the Zero Discharge of Hazardous Chemicals Programme.

### > Industry Fashion retail

> Sales USD 8.1 billion (2010)

> Staff 37,500 (worldwide in 2014)

> USP Selling fashionable clothes to a young urban target group

## aeptis SERVICES

- > Consultancy
- > Advertising media design
- > Advertising media development
- > Enhanced biodegradable plastic
- > Production management
- > Logistic management
- > Advertising media packaging