



BRAX

Case Study

Challenge -

The search for efficiency and sustainability

Leineweber was looking for suitable digital solutions that would put it in a position to exceed the expectations of its retailers. Orders can be placed irrespective of device, time and place.

First for the classic pre-order business, but with the option to process stock and immediate orders.

Everything pointed towards a web-based solution with digital asset integration (images, sketches, 3D animations).

The integration of digital assets in the sales process would lead to savings in sample and material costs and therefore be an enormous lever both from an economic and environmental point of view.

Digital advantage in times of upheaval

When the coronavirus pandemic hit the world in 2020, it was above all the fashion industry that was affected. Clothing sales dramatically declined in 2020.

And 2021 was not the fashion industry's year either. One of the traditional German textile manufacturers has shown that despite the immense challenges it is possible to overcome the crisis even if the consequences are also noticeable here – 23% decline in sales in 2020 with crisis management and accompanying package of measures to control costs.

Smart and efficient ordering process

The pandemic led to many restrictions and prevented buyers from travelling and visiting showrooms, but in Herford they were prepared for the new challenges. The introduction of the MobiMedia Quintet order tool was well underway at this point. The sales staff now had a tool that they could use to reach their customers over long distances and remotely in order to present the collection content digitally.

Working with the MobiMedia Quintet order tool - What advantages do you see?

Markus Lacher, Head of Digitisation & IT, Member of the Executive Board:

"With the digital sales options offered by MobiMedia Quintet, the entire ordering process was reviewed and supplemented to make it even more efficient and self-explanatory. The tool therefore offers additional information, services and increased transparency both for sales staff and for customers."



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Markus Lacher further:

"The system can take more detailed orders and system orders are also viewable as an important part of the sales strategy. Retailers love the customised and top-selling product ranges.

Advertising and marketing activities are displaying and can be ordered digitally. Advertising content is checked and displayed. Further advantages are created by new order catalogues and workbooks in particular which can be created both individually and as a basic range.



We like that digital sales takes just a short time because it can be prepared in the right way. If necessary, we can also communicate with the customer without a face-to-face appointment and create an order together.

We still obviously value human contact and working together. Enhanced media content can be used to convey the brand message in a convincing manner."

The result: smart and efficient processes



The sales process has been digitally modernised and the customer receives near real-time insights into brand performance. Sales is becoming more mobile, independent of time, place and device. Order data is transmitted quickly and securely. Orders are confirmed quickly.

Around one hundred sales staff at BRAX now use MobiMedia Quintet.

BRAX has therefore laid the foundations for a forward-thinking sales process and for saving additional resources.



1

What are your staff saying about the new possibilities offered by the MM tool?

"Quintet has proven its added value: clean digital presentations of each collection and fast and stable integration into our ERP system.

The MobiMedia tools give us an almost real-time insight into the performance of our brands and reduce the workload of our back office."

"Great advantage"

"We're seeing a great advantage in the pre-sales area as MobiMedia Quintet provides us with real time information about the products: sold out notifications, available and possible delivery dates, colours, sizes, and even combo and promotional products."

"Huge relief"

"All orders entered worldwide are immediately transmitted to our ERP system where they can be edited or automatically processed. This is a huge relief for our back office!"

"Simpler selling"

"MobiMedia Quintet is making the future of sales simpler for everyone - customers, sales staff and management."

2



3

"Digital selling"

"The solutions are truly customised for our industry. Thanks to MobiMedia Quintet, we're in a position to sell digitally."

"Intelligent and interactive"

"The digital presentation of new collections and key looks allows sales staff a high level of interaction with their customers, around the clock and no matter where they are."



"User-friendly and flexible"

"For us, it's the user-friendliness and flexibility of the MobiMedia tools that stand out. It allows us to offer some customers independent order preparation, while providing other customers with remote consultations. This means huge efficiency gains on both sides, saving time and money."

"Sustainability"

"The reduction of physical samples and other resources, like business trips, is an important advantage that perfectly matches the sustainability goals of BRAX."



You've been a MobiMedia client for over twenty years. What can you say about this partnership?

"We were and are very satisfied with this partnership and enjoy working with partners who operate on a level playing field. For us, MobiMedia is also a strategic partner. This means that we look closely at the strategic development of our partners and compare this with our own strategy. For this, it's important that we regularly exchange ideas and if the strategies are a good fit, then we are happy to take the next steps together. The resulting human and business connections make working together a very pleasant experience and lay the foundations for a trusting and solution-oriented cooperation. We always had the feeling that there was a professional and dedicated approach to the project process with a strong focus on service and response times. The pandemic may have imposed constraints and caused delays due to changing priorities, but we are very satisfied with how the project was managed." Markus Lacher, Head of Digitisation & IT, Member of the Executive Board summed up.

BRAX

With its brand name BRAX, Leineweber GmbH & Co. KG is a clothing manufacturer with headquarters in Herford, East Westphalia. It was founded in 1888 from a clothing factory for men's and boy's clothing.

The majority family-owned company, which is located in the East Westphalian "Fashion Valley" – the name given to the region due to its many clothing manufacturers – is now one of the market leaders specialising in "Men's and Women's Trousers" far beyond its home market Germany. The following brands currently operate under the umbrella of Leineweber GmbH & Co. KG: BRAX Women and BRAX Men (entire outfit collections), Eurex by BRAX (men's trousers specialist), Raphaela by BRAX (women's trousers specialist).

With more than 1800 BRAX shop in shops, approx. 70 stores (company-operated and franchises) and 20 factory outlets, its own eCommerce and participation in all major online marketplaces, its multi-channel strategy and an annual turnover of €320m (in 2019) Leineweber GmbH & Co. KG is one of the most successful German companies in the fashion industry.

All products are designed and developed at the company headquarters where approximately 600 of the 1100 employees (as of 2022) work. Fit and quality are just as important as being specialists in the trousers product category and a supplier of complete outfits. In addition to trousers BRAX offers tops, like T-shirts, knitwear, shirts/blouses and outdoor clothing, as well as shoes, socks/tights and belts. Every day an average of 30,000 units arrives at the company's own distribution centre warehouse in Herford and each day as many as possible leave the warehouse headed for retail in order to minimise warehouse storage time and thus costs and usage of warehouse capacity.

Sustainable management taking into account all ecological, social and economic factors is an integral part of the company philosophy.