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*No one wants CLAIMS! Not only are claims irritating, time and resource consuming, they also bring bad vibes between you and your client
In short: CLAIMS are very costly - and certainly not sustainable.*

What are claims and why do we get them?

Claims are most often errors due to bad execution of the product, wrong solutions, or wrong materials for the purpose. The reasons claims happen can be:

- The brand's communication with the supplier about the design is poor or insufficient; the brand has a deficient understanding of the production flow; gives poor feedback; and require unrealistic timing.
- The suppliers have not focused on certain details in the production, maybe because they didn't understand the importance and the explanation; following this the error is not caught in QC.
- An error can appear when the product has been in use for some time.

What to do when claims have arisen?

- Analyzing the claims, concentrate on the ones often occurring.
- Understanding how this specific detail is carried out in the production – physical or video call.
- Visualizing a solution in drawings or videos. Communicate it until the supplier understands it and the importance of it. Having the supplier making a sample to check that all is clear.
- Making clear to the production that this specific detail will have special attention in QC.

How to reduce production flaws and avoid future claims?

Imagining all possible problems and challenges with the prototype in hand but before the product is cleared to go into production.

- Going through the product from A to Z with the supplier, how their production flow can handle this product
- Making guidelines for the execution of details which are not acceptable - in every prototype until it's okay. Discuss solutions with the supplier. Guidelines are best as videos or drawings so the supplier can consult the guidelines during the process.
- Asking the supplier to repeat the execution of the details in a video call.
- Making a guide of the details which will have special attention in the QC.

All this takes time and require method - but it will repay in reducing claims!

Not being part of the design process nor the production team it's easier through fresh eyes to detect challenges, scrutinize a product and act the devil's lawyer.

Thanks to the long practice in the textile industry I grasp production challenges and see solutions. In addition, a broad experience in collaborating with technicians, laborer, designers in interior and fashion manufacturing.

The drive is to find solutions that make everyone around the table happy with both the process and the result.