



**SPORALTEC**  
SPORT INNOVATION CLUSTER • RHÔNE-ALPES

# Textile & Sport Industries: Opportunities for a new european step

*June 2014 È Laurent NOCA / co-founder of TOPTEXCUBE*

Partenaires financiers:



## The current context of the textile & sport industry

→ Since the 90s, a classic situation in the textile industry:

### ❖ Global Offshores production in Asia and its consequences

- ❖ Low labor cost
- ❖ Copy and Paste : same production processes and conformism
- ❖ Loss of technical and manufacturing skills
- ❖ Innovation very often linked to Style and Communication
- ❖ Innovation = complex product with a lot of functions and parts

### ❖ Difficulties for companies to support or have a technical research spirit

- ❖ Economic fear and financial vision of the management teams
- ❖ Lack of skills and resources (especially for SME)
- ❖ Inertia of the system

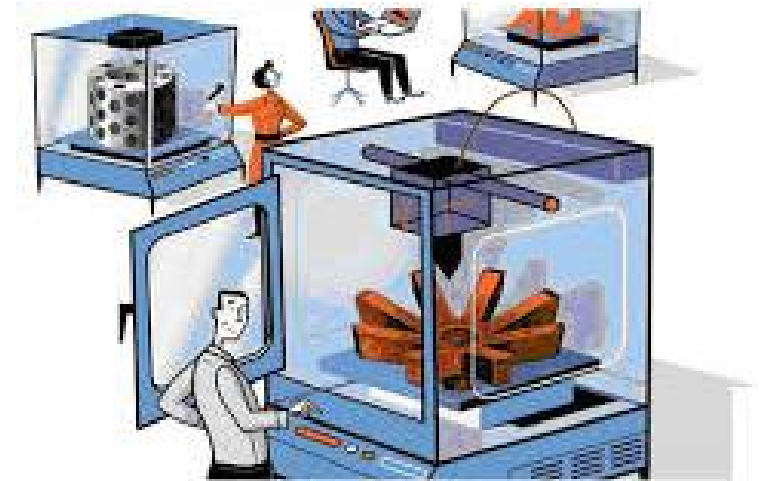
### ❖ Give Up / loss of strong know-how

## A need to handle a new innovation process

❖ **The 3rd industrial revolution is on progress !**

→ And part of this: a new digital manufacturing revolution now opens up the possibility of following suit in the production of durable goods.

→ A number of remarkable technologies are converging: clever software, novel materials, dexterous robots, new processes, web-based services



❖ **A need for new innovation management ability**

- ❖ On the whole chain: Product use . New Technologies . Product Design . Industrialization . Manufacturing
- ❖ To re-launch a technical research and applied research %spirit+
- ❖ To set up a bridge between technical sources and enterprises.

❖ **To create positive conditions and partnerships with Expert business actors**

# Opportunities for a technological & industrial change

## ❖ Business

### ❖ Difficulties to industrialize and to manufacture with offshores production

- ❖ Time to develop and lack of reactivity
- ❖ Products become so sophisticated = Design + Production
- ❖ Chinese wages increasing
- ❖ Suppliers sizes too much important compare to companies in Europe
- ❖ Counterfeit goods

### ❖ Economic emulation in Europe

- ❖ Strong activity of clusters and labs
- ❖ Help for new know-how and industrial expertises

# Opportunities for a technological & industrial change

## ❖ Trends

### ❖ **A high speed evolution of the ways to consume**

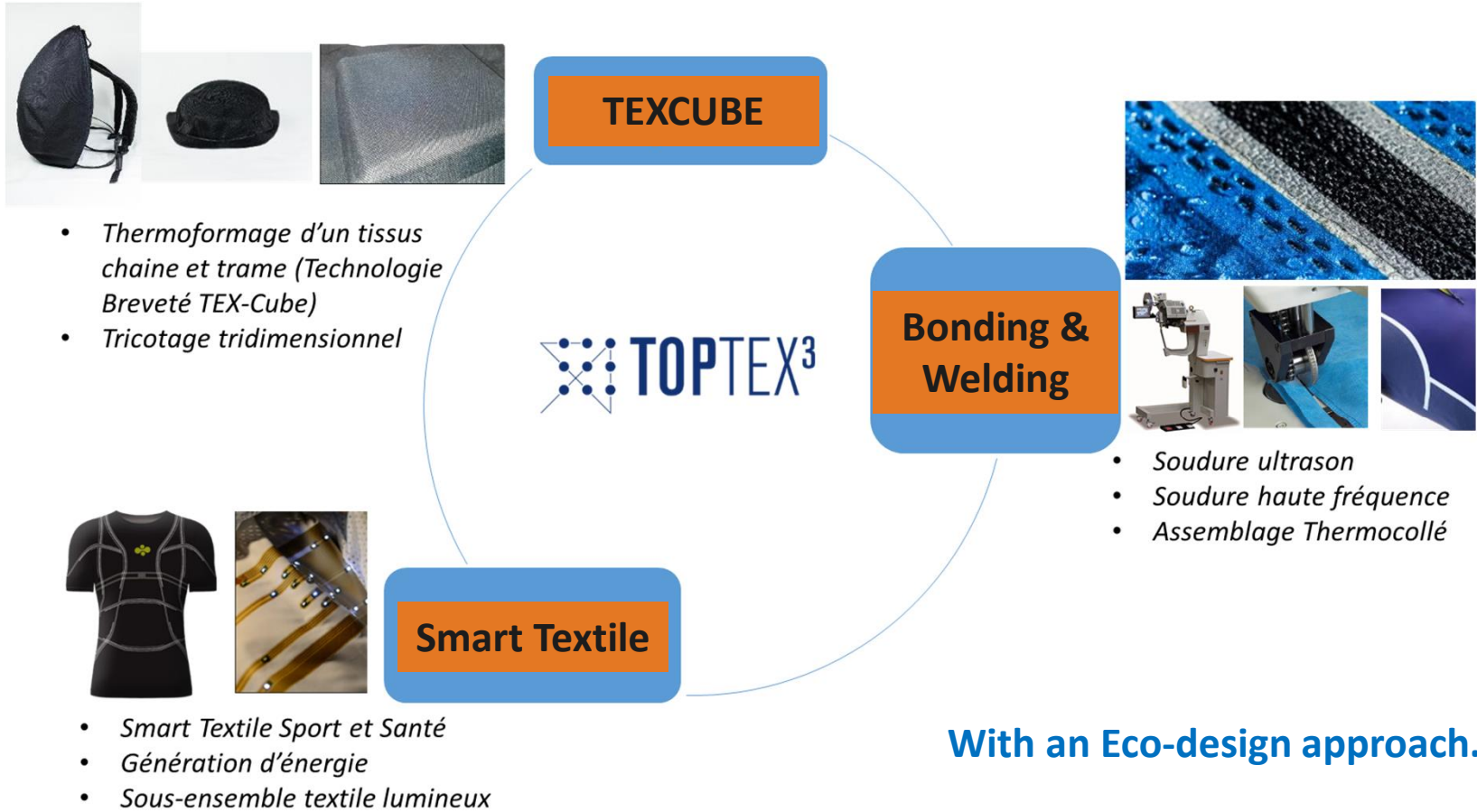
connected objects, digital data management, traceability, environmental and social requirements, made in ï

### ❖ **Alternative and Innovative technologies for Textile industry**

❖ That makes possible the association Product innovation and industrial know-how:

- ❖ Evolution of the assembly technologies: welding, bonding, laser and else ï
- ❖ Production and robotics processes improvement
- ❖ Smart-textile and electronic integration
- ❖ 3D Design . 3D Textile - softwares
- ❖ Ecodesign method and analysis

# 3 fields of expertise

**With an Eco-design approach.**

## Product benefits

- ❖ New products:
  - New shape & style
  - Technical features enhanced
  - Ergonomics / comfort
  
- ❖ Industrial efficiency / technologies mastered in Europe
  
- ❖ Safety (consumers and companies)
  
- ❖ Cooperation with a connected world



## Objectives

- ❖ To make possible the creativity/design of the « tomorrow » products
  
- ❖ To prepare, imagine and help companies (especially SME) for building
  - ❖ **THE FACTORY OF THE FUTURE**

# TOPTEXCUBE Services



## 1/ R&D consulting and technical studies

- Etudes techniques, et accompagnement R&D
- Projet produits innovants
- Formation et conseil



## 2/ Technical workshop, Prototyping and Production

- Prototypage
- Réalisation de préséries et accompagnement à l'industrialisation
- Petite et moyenne production



## 3/ Collaborative projects and technologic transfer

- Montage de projet collaboratif
- Licence d'exploitation de brevet et opération de transfert technologique



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



1 rue de l'informatique, 42000 Saint Etienne - [www.sporaltec.fr](http://www.sporaltec.fr)  
Tel: 04 77 39 00 91 - Fax: 04 77 55 10 47 - [contact@sporaltec.fr](mailto:contact@sporaltec.fr)