Located in LA, integrating Jeanologia's revolutionary technologies to transform the textile industry into on-demand production close to the customer, completely sustainable, digital and automated.

DenimFWD opens the world's first "Urban Factory" bringing textile production back to the USA

- **Digital, sustainable and on-demand; changing the operating model, bringing back 15-25% of manufacturing production and initiating the necessary process of reindustrialization.**
- **Digitally produced without polluting or increasing costs, producing what sells instead of selling what is produced.**
- **The first Handman in the USA, a new technology that revolutionizes the jean industry with its automation.**

The world's first "Urban Factory" is opened by **Denim Forward, Inc (DenimFWD)**. A company for implementing advanced manufacturing and transformational technology, **DenimFWD** is contributing to the return of textile production to the United States.

Located in the City of Industry, California (30 minutes from Los Angeles) the plant integrates revolutionary technologies that transform the textile industry production model into one that is on-demand, close to the customer and completely sustainable, digital, and automated. **DenimFWD** is changing the operating model and bringing back 15-25% of manufacturing production to the US, initiating the reindustrialization process needed in the textile industry.

Carlos Arias, CEO at **DenimFWD** has highlighted that the pandemic has accelerated local production and the change in the operating model: "which is why it is the moment to bring manufacturing back to the US boosting a new generation of industrialists and technological artisans, connecting creativity and production at the same time as changing how things are produced."

He adds "We are committed to revolutionary technologies that allow a 100% sustainable on-demand production close to the consumer,

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digitalizing the whole process and improving the processes and product while also saving costs and speeding up time-to-market."

"With this *Urban Factory* the consumer will decide to buy a product and that product will be finished in that moment and delivered that same day, eliminating stock." This is a huge advance in the textile industry where 20% of garments produced are never used and end up in landfills or incinerated.

Urban Factory: a complete transformation of the production model

Urban Factory is creating a complete transformation of the operating model in the denim industry. To do so **DenimFWD** has teamed up with **Jeanologia** (world leaders in sustainable and efficient technology development) as their expert technology partners.

For Enrique Silla, CEO at **Jeanologia** "we are convinced that a new production model is possible", That's why "we have joined forces with companies from our industry such as **DenimFWD** that share our values and objectives like Mission Zero, to eliminate 100% of discharge and pollution from jeans in all the world."

He underlines that "*Urban Factory* is the culmination of work carried out during the last few years and our contribution to the jeans industry to turn it into a case study that can be translated to the rest of garments manufacturing, starting a new era with a completely sustainable and digital production."

On-demand production, sustainable and digital

DenimFWD's *Urban Factory* minimizes delivery times and can produce up to 5,000 jeans and 4,000 t-shirts a day sustainably and efficiently. Its Eco-sustainable operating model for advanced digital production integrates **Jeanologia** hardware and software. These bring five fundamental benefits to the textile industry: being eco-efficient, scalable, agile, digital and having a neutral cost: connecting designers, producers, and consumers.

DenimFWD is transforming the industry by producing what is sold instead of selling what is produced, reducing operational costs and environmental impact, guaranteeing zero discharge.

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Among the main **Jeanologia** technologies used by *Urban Factory* are laser, G2 Ozone, e-Flow, SmartBox, ColorBox, EIM (software for measuring environmental impact) and H2Zero (the first water treatment and recycling system that produces zero discharge without extra costs).

It will have the first active Handman in the US, allowing production automation with robots and humans to achieve agile, clean, and scalable production.

Also, eDesigner will give designers a tool for making digital designing easier, faster, and more dynamic since what they see on the screen is what they get in the finishing.

About DenimFWD

DenimFWD is a company that implements advanced manufacturing and transformational technology. Their main objective is to achieve a more sustainable denim industry that is closer to the consumer. Equipped with **Jeanologia** technology, it has integrated the latest generation of digital tools to optimize finishing, design, and development, minimizing samples and significantly reducing time-to-market.

This cutting-edge *Urban Factory* located in Los Angeles is the company's first project. The digital finishing center will produce solutions for color and finishings of denim on-demand with digital marking.

About Jeanologia

Since 1994 Jeanologia's mission has been to create an ethical, sustainable, and eco-efficient industry through their disruptive technology and know-how. Their laser, G2 ozone, e-flow, Smart Boxes and H2Zero, have revolutionized the textile industry. They offer infinite design and garment finishing possibilities, while saving water, energy, and chemicals, eliminating discharge and toxic emissions.

The company currently employs 257 Jeanologist from 27 nationalities and has clients in 5 continents through its 10 subsidiaries. The export of its machines and services represents 90% of its total billing, reaching 68 countries. Over 35% of the 5 billion of jeans produced worldwide every year are made with their technologies, and the biggest market brands place their trust in Jeanologia, using technology developed by the company.

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