

WHAT HAVE YOU LEARNED BY USING eBIZ?

Cuplé has been actively involved in the European project by **adapting factories and stores to the eBIZ standard**. As this is based on an exchange of information, it can be used for any kind of production management software, irrespective of the type of technology employed.

With the use of eBIZ people engaged in the different stages of the supply chain have learned to improve communication in a significant way, which, for the company, is a key aspect in the operability of the production chain.

WHAT ARE THE NEXT STEPS PLANNED WITH eBIZ?

"We will complete the implementation of eBIZ in all our factories, in order to establish it as the standard in our company.

Additionally, we will detect further improvements that we can make to ensure our way of operating is fully adapted to eBIZ."



About CUPLÉ

Cuplé is a Spanish brand available in Europe, Asia, and South America that offers a wide range of products from womenswear to accessories.

The company is a vertically integrated business concept in a family business group, which allows controlling the entire production process, distribution, and points of sale. The manufacturing process mainly takes place in Elche (Spain). To create final products, different artisans collaborate by giving the shape to their designs and creating exclusive handmade pieces, which are revised one by one to guarantee their perfect finishes.