



## Antigua Group and Lawson: Leaders Designing Specifically for the Sportswear Industry

### Antigua Group Selects Lawson M3 Enterprise Management System Applications

Antigua Group will soon implement Lawson Sales Management, Finance Management, Manufacturing Operations, Warehouse Management, and Demand Planner applications that are part of the Lawson M3 suite.

The Antigua Group is a leading designer and marketer of lifestyle apparel and accessories for men, women and children. Its products are sold through golf shops, specialty retailers, sporting goods retailers and department stores. The company had outgrown its existing technology systems, which lack integration capabilities and order management functionality. It turned to Lawson for its M3 suite, which was developed specifically for the apparel industry.

"While other vendors offered us manufacturing applications that needed to be modified for an apparel business, Lawson came to us with a solution, tailor made specifically for the apparel industry, so it really meets our unique needs," said Joe Blanchette, vice president of information technology for the Antigua Group. "Lawson demonstrated that they fully understand our industry and the challenges we face - and they offered solutions that will enhance our operations from the time orders are placed through manufacturing and distribution. Lawson M3 offers the features and functionality to give us a platform to increase our business and expand our footprint in the apparel industry."

"This contract with Antigua demonstrates the power of the Lawson fashion solution," said Bob McKee, fashion industry strategy director, Lawson. "Antigua is a great example of an organization engaged in the mass customization segment of the apparel industry with very specific manufacturing requirements associated with its custom embroidery services for its customers. Lawson M3 will enhance Antigua's business processes and allow the company to focus even more of its attention on meeting the future needs of its customers."

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**About Antigua Group**

The Antigua Group is a leading designer and marketer of men's, women's and children's lifestyle apparel and accessories. Headquartered in Peoria, Arizona, The Antigua Group provides men's, women's and children's apparel and outerwear to golf, licensed sports and specialty retailers, as well as corporate America. Antigua holds licenses with the PGA of America, NBA, WNBA, MLB, Minor League Baseball, NHL, and hundreds of colleges and universities.

Antigua utilizes a combination of the best people and equipment to create the finest embroidery in the industry. The world-class embroidery services are housed on a 110,000 square-foot factory floor. Antigua has 42 Barudan embroidery machines with 224 individual sewing heads. These machines are capable of producing very intricate designs of up to seven colors. Each machine is controlled by an automated system for maximum efficiency, and supervised by highly trained, experienced personnel for maximum quality.

Founded in a garage in Scottsdale, Antigua's first employee with the company is now the CEO. In 2006, the company grew by 20 percent.

Find out more about Antigua at [www.antigua.com](http://www.antigua.com)

**About Lawson**

Lawson provides software and service solutions to 4,000 customers in manufacturing, distribution, maintenance and service sector industries across 40 countries. Lawson's solutions include Enterprise Performance Management, Supply Chain Management, Enterprise Resource Planning, Customer Relationship Management, Manufacturing Resource Planning, Enterprise Asset Management and industry-tailored applications. Lawson solutions assist customers in simplifying their businesses or organizations by helping them streamline processes, reduce costs and enhance business or operational performance. Lawson is headquartered in St. Paul, MN, and has offices around the world. Visit Lawson online at [www.lawson.com](http://www.lawson.com).

**Why Lawson? Because simpler is better.**