

19th

International Technical Footwear Congress

February 03-05, 2016, Chennai, INDIA

www.uitic-congress.cleindia.org/

Official Event of



Organizer



Council of Leather Exports

Supported by:



Integration of the Footwear Design and Development Area in the modern factory.

L.D.G. Elisa López Alaniz
Technical Consultant.
Technology Solutions, CIATEC.
Mexico.



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INNOVATION

- Market
- R & D
- Product development
- Production planning



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New Technologies in
production processes



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Professions with a creative and artistic component, coordination, managers, higher-skill workers, etc., will be least affected by the automation.



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In footwear design the technical knowledge and experience of the stylist of footwear are determinant in the result of the product.



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Emergent technologies

- Distributed manufacturing
- Additive manufacturing.

DIY “maker movement”
3D printing

Represent changes
in New Product
Development.



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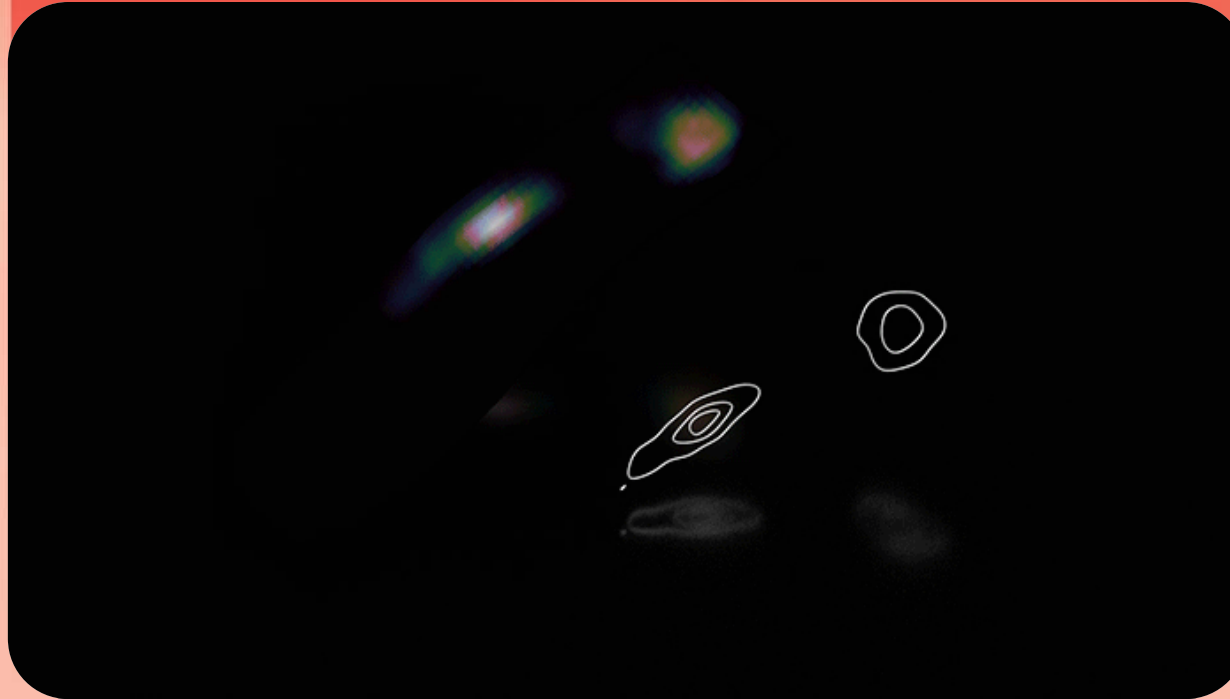


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Customers defines their needs.

mass customization



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- Product aesthetics
- Quality
- Functionality

To have access to information opened new decision aspects of purchase, the social responsibility and the experience user.

Image: CIATEC/www.ciatec.mx



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The **product specialization** has managed to differentiate the personality of the brands, and it has been the best tool to incorporate the **R &D into the productive processes.**

Image: Nike/high-tech-shoes-nike_hyperagility



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In footwear factories the implementation of **technology** (CAD/CAM/CAE) has allowed to increase **efficiency** in process, as well as to improve **communication** between departments and suppliers.



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Technology present in the department of design like 3D modeling and 3D printing **optimized the process of design** and manufacture of the prototype.

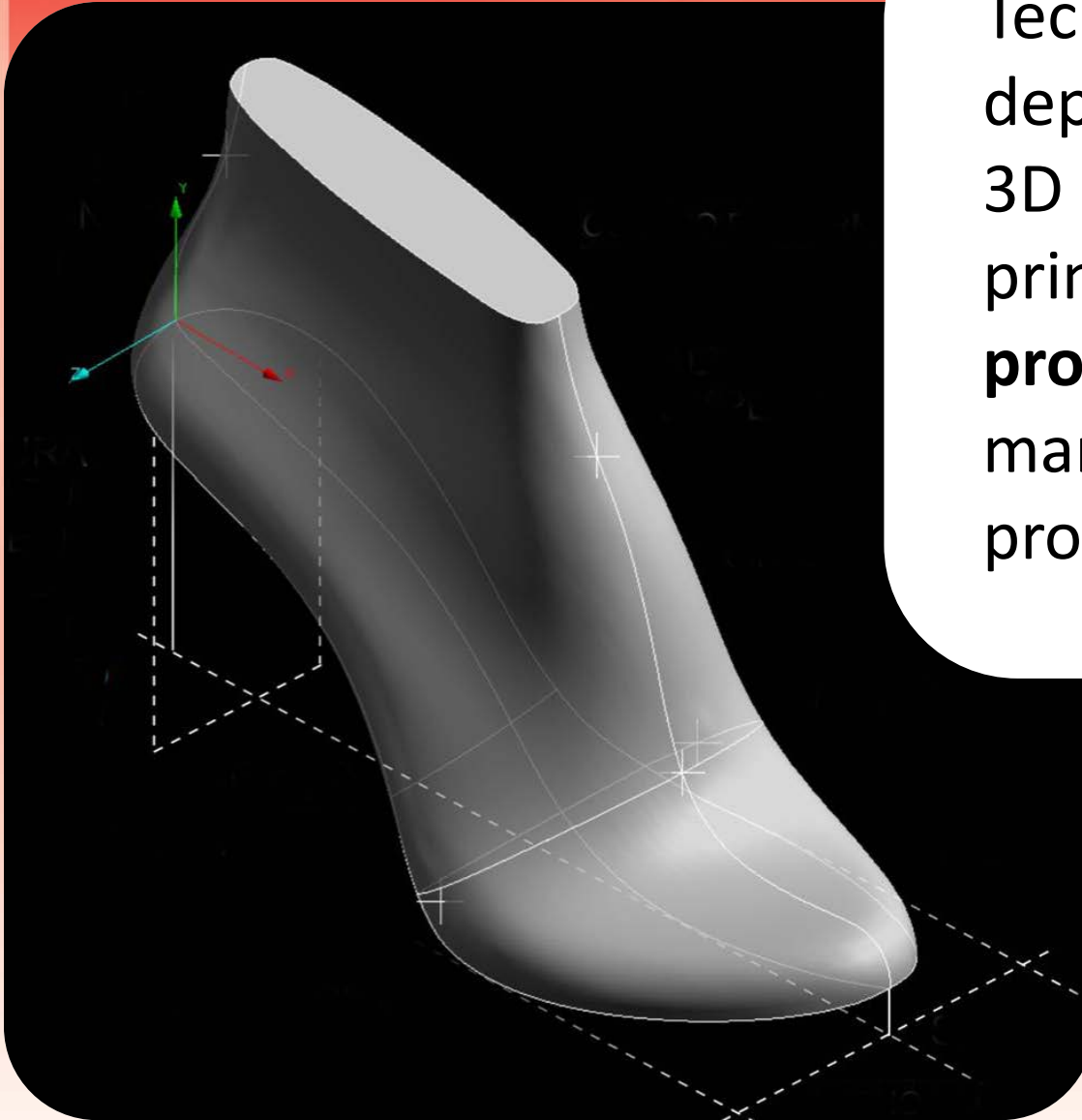


Image: CIATEC/www.ciatec.mx



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New production technologies and **innovative materials** makes possible the manufacture of very complex shapes possible, permitting a greater **freedom of design**.

R & D create the basis for product opportunities.

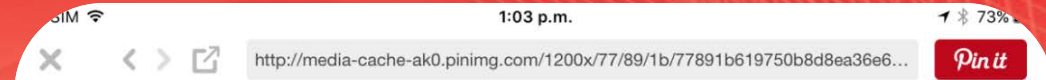


Image from: joshharker.com/ ©JoshuaHacker

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Supported on **specialized technician, corporate efficient communications, brand identity, fashion, technology and marketing, the footwear design and development area** is a piece key to incubate the **integration of the information** in the chain of generation of value.



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The 'Wow Factor' resides in the **process**
and materials used.

Image from: adidas/ www.kickonfire.com/adidas-parley-3d-printed-sneakers



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3D modelling and simulation tools can have access to important information in initial stages of the process.

- Physical properties of the materials
- Costs analysis
- Critical conditions in the process
- Control residues generation...



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Design and Development

- The " creative" **design and engineering solutions** can support the performance and functionality of the footwear reducing his complexity, cost and environmental impact.



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Design and Development

- A new successful product in the last decade, is related to an **efficient communication** between all factors that converge on the **manufacture and final user**.



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Design and Development

- **R & D** is the base for **opportunities of product**. To find and to put in practical these opportunities, the knowledge of team members is necessary.



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Thank you...

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