



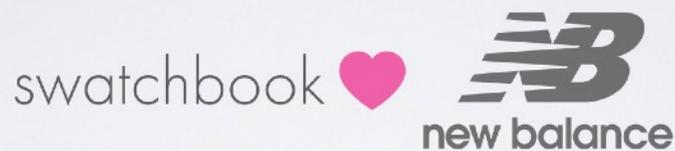
For immediate release

New Balance selects swatchbook to be part of the 3D digital development and visualization process

Connecting brand and its suppliers through the digitization of materials

Irvine, CA, August 7, 2019 - swatchbook, inc., the designers and makers of the cloud-based material lifecycle management platform swatchbook announced today that New Balance, one of the world's major sports footwear and apparel manufacturers has selected swatchbook to connect brand and suppliers to manage, source, visualize, develop and share materials for both their footwear as well as apparel business.

“swatchbook is the perfect piece in our 3D pipeline we have been putting together”, says Jared Goldman, Senior Director of design at New Balance. “It allows us to bring our suppliers directly into the 3D digital process early on by being able to work with real materials in digital form. This leads to even better and faster decision making, and as such New Balance will be able to further reduce overall samples and increase speed to bringing products to the market.”



swatchbook's integration into the digital workflow

The recent partnership announcement between swatchbook and Foundry allowed the company to integrate swatchbook with both Modo and Colorway tightly, a collaborative effort between swatchbook and New Balance. Collections of materials can now be populated into Colorway in a matter of seconds, eliminating hours of work every time a material in a collection changes.

“The swatchbook team just gets it”, says William Vaughan, Senior 3D Production Manager at New Balance. “It’s as if they lived in our world with all these challenges. It is refreshing to see a software company being able to cater to our needs in a fast and efficient way, and deliver digital solutions that are extremely fast and fun to use”.

“swatchbook is easy to introduce to the team with smart and intuitive workflows and fits seamlessly into our existing pipeline”, Vaughan goes on to say.

Getting suppliers involved

With the adoption of swatchbook, New Balance will work directly with its suppliers and the swatchbook service centers in China to get materials digitized so they can be sourced directly in digital form. Not replacing touch and feel, yet by allowing the materials and designers have early inside into materials suppliers can significantly reduce the production and shipment of physical samples while also being able to develop materials to cater to their customer's needs.

"New Balance is on the forefront of 3D digital design", says Yazan Malkosh, Founder and CEO of swatchbook. "Jared built an amazing team that is working closely with us to make swatchbook even better. And best of all, the team is more than happy to share their learning and experiences with the industry. We are extremely proud to have New Balance be part of the swatchbook family."

Learn more

To learn more about swatchbook's latest capabilities, integrations and partners visit www.swatchbook.us or www.swatchbook.cn, or contact team@swatchbook.us, or sales@swatchbook.cn.

About swatchbook, inc

swatchbook is a design & software company that develops applications that make you smile. Founded in 2017, the company focuses on the development of cloud, desktop & mobile software applications that help integrate the creative community within an organization into the product development process.

swatchbook is located in sunny Irvine, CA. Its founders share a deep passion for good design & workflow, as well as a deep understanding of the challenges in the digital product development process & the future needs of companies in many industries.

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