

Delogue
PLM

hummel

Customer

Story

How hummel created transparency with Delogue PLM in a growing global organization

hummel was founded in 1923 by the Messmer family and is known for doing things differently and with character. The dedication and passion for sports meet fashion to create unique designs that carry hummel's heritage and values.

The company is growing and so are the challenges and responsibilities as a global brand.

Teamwork, rapid market responsiveness, close supply chain partnerships, authentic expressive designs and storytelling are the goals defined by the brand to create a sustainable business with personality.

A personality that is now being built in collaboration with Delogue PLM.



Founded in
Hamburg,
Germany
1923



Distributed in
40+
Countries



Products
10+
Product
ranges



Hummel is growing, and so are the challenges and responsibilities as a global brand. In the growing process, Hummel quickly identified a gap in their communication between employees and external suppliers. They experienced that unclear communication was an obstacle for improving efficiency and working with transparency across all departments.

Recognizing the transparency challenge

Teamwork, rapid market responsiveness, close supply chain partnerships, authentic expressive designs, and storytelling are the goals defined by hummel to create a sustainable business with personality – all goals in which hummel recognized the importance of efficient communication and transparency to maintain their goals while growing.

Sussi Joan Rokkedahl, Product Development Coordinator at hummel, told us about the company growth and explains how communication was identified as an important module in preserving transparency at all levels of the supply chain:

“In order to meet customer needs, we have made changes and additions throughout the product development flow, which makes communication between colleagues and suppliers extremely important.”

Improving transparency through efficient communication

Delogue PLM fulfilled all of Hummel's requirements to make communication with suppliers more efficient and transparent. They had full access to the Delogue PLM support team, so the implementation was quick and smooth.

hummel's team and suppliers were now able to collaborate and communicate at all levels, internally and externally, to create better products and improve transparency throughout the entire supply chain.



Delogue is hugely intuitive and it is, therefore, an easy system to work with. It is important for us as employees, but far more important, it is equally easy for our suppliers.

If the portal is easy for them to work with, we can ensure that all communication takes place in Delogue and we can spend time on the essential parts of the process rather than spending time on administrative tasks.

Sussi Joan Rokkedal PD Coordinator at Hummel.

Delogue PLM solution

We are proud to help hummel meet their challenges by improving transparency in their global organization.

Here's a run-down of some major benefits to be gained from implementing Delogue PLM in a global apparel company:

- Increase productivity with structured data and transparency
- Save costs with fewer errors and misunderstandings
- Eliminate costly workflows in Excel, email and file-sharing platforms
- Increase earnings with streamlined processes and workflows
- Improve productivity with effective knowledge management

Delogue
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