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## PRESS RELEASE

### **3D Innovation Process – Assyst wins a Texprocess Innovation Award**

*Frankfurt, 14 May 2019* **3D right from the outset, across all process steps – that is the vision of Assyst GmbH, which will be presenting its 3D innovation process at the Texprocess 2019. For the first time, 3D will be used throughout the entire creation and sales process of a garment. The advantages of digitalization are more tangible than ever before – and this also convinced the jury of the Texprocess Innovation Award.**

Assyst, a Human Solutions Group company, has won a Texprocess Innovation Award for its 3D innovation process in the “New Process” category. The company’s end-to-end use of 3D throughout the entire creation and sales process of clothing convinced the Texprocess Innovation Award jury. Brand new – Assyst’s solution for the digitalization of the order, which contains a Digital Showroom, making existing analog processes completely redesignable.

#### **Assyst presents a 3D process for ordering**

“Although 3D has been successfully introduced in recent years for product development and also in the first stores, the ordering process today often takes place only with physical samples,” says Dr. Andreas Seidl, CEO of the Human Solutions Group of companies one of which is Assyst GmbH.

“This means lots of travel for personnel, the time-consuming transport of the samples, and very often the lack of a comprehensive and realistic overview of the entire collection.” Assyst shows the possibilities digitalization through 3D opens up for the ordering process, setting new standards in this field through the use of the latest augmented reality (AR) technologies.

Assyst’s 3D innovation process is digitalization live. It enables companies to make the right decisions faster and to obtain the customer’s decisive purchasing opinion at an early stage.

**See it all for yourself at the Assyst booth C21 in Hall 4.0.**

### About Assyst

Digital is now! Based in Aschheim-Dornach near Munich, the Assyst company shapes digital work in the industry with its products and solutions and is regarded as a reliable and experienced partner for the digitalization of the industry. Assyst solutions make it possible to develop products in line with customer and market requirements, quickly and cost-effectively. The company covers the entire process chain, from design to the store. Assyst is globally active, with around 120 employees at its Munich & Milan sites and partners in many other countries.

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