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## Features

### 32 Enabling Speed to Market

**By Kilara Le**

Faster delivery of sewn and textile-based products, leaner inventory levels, and made-to-order goods shipped directly to the end consumer are becoming mainstream. Companies across the globe are dipping a toe into, and in some cases becoming completely submerged in, the ideas and ideals behind demand-based manufacturing. Enabling this is creative application of technology and manufacturing partnerships to create speed-to-market ecosystems.

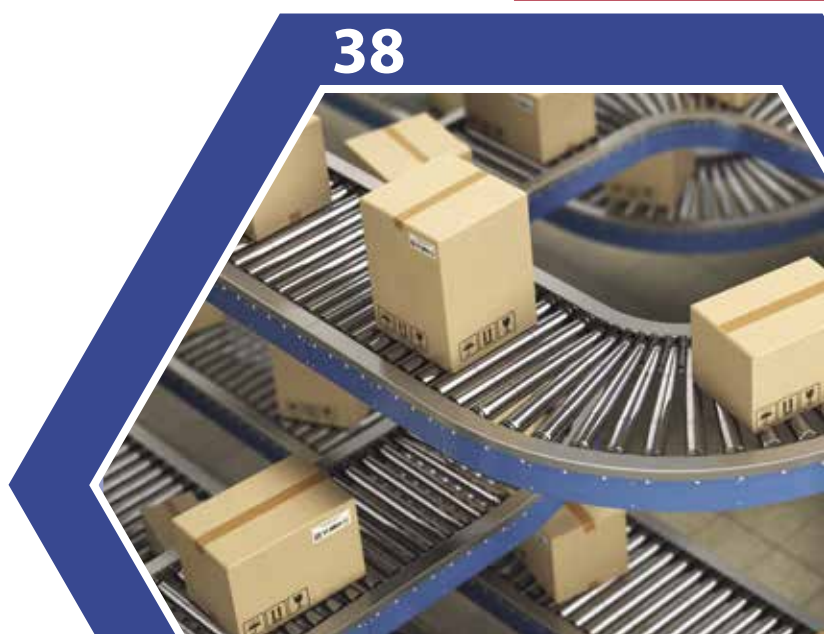
### 38 The Smart Supply Chain: A Digital Revolution

**By Craig Crawford**

Not since the 1970s introduction of the barcode—the universal language of retail—has the apparel industry undergone such a radical transformation. In the past 12 months, an important development—the upgrade of the world’s barcode standard to give every product a web address in a standardized format—has shifted this language to digital, giving every physical product a universal digital identity on the web. This, among other technologies, has signaled that a digital revolution, or “the smart supply chain,” is here. These smart supply chain technologies are bringing the dreams of visionaries in times past—like mass customization and on-demand manufacturing—closer to commonplace processes.



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