



INEVITABILITY OF THE ROLE OF TECH PACK IN THE FASHION INDUSTRY

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Abstract

Tech pack is a tutoring guide in garment manufacturing. It is a detailed written manuscript that specifies the design requirement, fit requirement, way of making the garment, measurement and sizing of the garment. Tech pack supplies the basis for communication to each and everyone connected with the manufacturing purpose. It also gives the point of measurement, seam requirement and fit specification to the quality department. This paper analyses what a tech pack is, its usage in the fashion industry, the importance of the tech pack, what goes into the making of a tech pack, the perspective of the merchandiser and the essential facets of a tech pack.

Keywords: *Tutoring Guide, Fabrication, Merchandiser, Specification, Graphic.*

Introduction

Tech pack, as people connected with the textile industry know, is a tutoring guide in garment manufacturing. This is a vivid and written manuscript that spells out the design requirement, fit requirement, way of making the garment, measurement and sizing of the garment. The person who buys informs about the tech pack to the production merchandiser in order to get the required outcome with the necessary quality and aesthetics. The proviso is made in the tech pack to manage the quality of the product right through its production procedure.

Requirement sheets give the essential information to make sure that the correct implementation of garment patterns goes into the completed garments. This helps to fabricate precise samples, which progresses with time and makes communication easy in the process of manufacturing and quality control. Tech pack also has elaborate diagrams of its procedure, notes on its construction, measurements of the finished garment, fabric yields, material and trim details. All this is normally made to the layout and information given to suit the company's requirements.

Tech pack supplies the basis for communication to each and everyone connected with the manufacturing purpose by spelling out the information with regard to the measurements and technical pattern, process of the product by giving the information about the outline and measurements, etc. It also gives the point of measurement, seam requirement and fit specification to the quality department.

In case the tech pack for any fashion style is frozen, the fabrication department must be able to go ahead with the manufacturing procedure without having to go back to the designer for any characteristic aspect of production. The merchandisers are hence able to proceed and make sure that the required material according to the tech pack is made available to the production department, with the right quantities at the exact time.

Usage by the Marketing Department

The department that markets keeps these documents for their presentation, especially with the large group stores and their valuable and important customers. The groundwork of a tech pack and making use of it to handle and coordinate the diverse activities in the fabrication informs the competence that is within the company because various departments refer to the general manuscript for discussion or to carry out any activity.

It is common that a buyer gives a tech pack to the merchandiser or manufacturer who has the in-house capability and facility to design and develop the product. It is then that the tech pack is mooted by the design and technical team and approved by the buyer. Hence, it is the most important communication device for the garment manufacturer.

Importance of tech-pack

Tech pack is vital as far as the merchandiser is concerned. If there is no tech pack, the merchandiser will have no idea about the order processing. This gives the record for developing a particular style. It helps in guiding the



quality department for opinion on the quality of the garment. It also facilitates in a smooth procedure for both the production and the quality department. The buyer passes instructions on all the phases of the garment manufacturing like stitch and seam requirement, size and garment construction details, graphic placement, etc. The tech pack manufacturer is able to comprehend to the buyer's anticipation with the tech pack. It is made in such a way that it removes most of the problems before they actually come into reality.

In tech pack the sampling procedure is easier because the samples are made as per the tech pack and therefore the aptitude of the manufacturer is tested with the tech pack. When information in the tech pack is not correct or beyond the capacity of understanding, it leads to poor quality of the garment and it will affect the sales of the buyer directly. Tech pack includes procedures, forms, approval schedules, and responsibilities that are necessary for the sourcing partners. When the tech pack is made use right through the value chain of the apparels in an effective manner, it becomes successful for everyone in the value chain. On the other hand, if communication is poor, then it becomes very difficult to translate the designers' discernment into a tangible 3D format.

Contents of a tech-pack

The tech pack consists of the Measurement sheet, Garment technical design or flat sketch, Fabric specification, Colour specification, Trim specification, Embroidery design scan or sample, Embroidery placement, Seam and stitch specification and placement, Point of measurement, Testing methods, Graphic specification, Graphic placement, Colour combo, Style number and other technical facts that are related to the garment manufacturing.

Mock-up of the garment developed by the purchaser for reference which depends upon buyer, a scan replica of the printed fabric, Trim sample, which depends on the consumer, hard pattern and Soft copy of the pattern are also the things provided along with the tech-pack, and they depend on the buyer and the situations.

Merchandisers' Perspective of Tech-Pack:

In any export order, tech pack is the most imperative aspect. The Production merchandiser must have the knowledge to see what is important in a tech pack. The essential facets of the tech pack are:

Style Number:

This is very important from the merchandisers' point of view. It is a distinctive identifier for the merchandiser who can be numeric or alpha-numeric. It helps to point out the categorization or to which group the product belongs and the time of year. It passes to the buyer the most effective means of communication in clothing merchandise. Style number indicates the style, year, season, colour and one specific reference number which show the specific style. The main significance of the style number is, every time it is not necessary to describe the whole garment while sending the mail or in a telephonic conversation. Only the style number helps both the buyer and the merchandiser. E.g. PK42WS 1131 depicts PK is the brand name — Pretty King, WS is the Winter Season, 42 will be the garment size and 1131 is the identification number for the style.

Fabric Specifications

This is an important aspect for the production merchandiser. As the fabric specification contains Ends per Inch (EPI), Picks per Inch (PPI), Yarn count, fibre content, blend specification, design of the fabric and grams per square meter (GSM), the width may be given by the buyer or suggested by the production merchandiser with the help of the sourcing department and the supplier. The merchandiser must give an immediate reply to the buyer if the buyer does not specify the width of the fabric. Colour amalgamation and shade card is sent by the buyer separately or along with the tech pack for the development of colour. Along with this information additionally, the buyer may provide a small sample, usually taken from the existing fabric and a scan of the print design depending upon the style and situation. The buyer also specifies the testing methods of the fabric like fastness properties, strength measurement, etc.

Trim Specification

It is the details about all the trims that include zippers, buttons, thread, lace, interfacings, and labels that are used in the product. They contain the colour of the button, size, raw material, etc. Label specifications are woven with a



unique design or printed. For thread, it includes the twist, colour, structure, fibre content, source, and price of the thread. For zipper, type of zipper, length, raw material and colour fastness properties requirements. For interfacing raw material, GSM, shrinkage requirements, etc. are the criteria. Trim specifications are equally important to develop the samples.

Sewing Specification/ Production Procedure

This is of primary concern for the product manufacturers. It contains detailed information about the stitches, seams, and order of assembly for the product. The merchandiser sees the stitch class, stitch length, and seam class and Stitches per Inch (SPI) specified by the buyer is given to the Industrial Engineering (IE) department to decide the operational break down and thread consumption per garment. Along with these pictures, either 2D or 3D, of the stitches and seams are provided which in addition heightens the communication among the merchandiser, plant manager, and the sewing operator.

In addition to the basic stitch and seam information, the specification may include detailed descriptions or pictures about specific design areas on the product. For example, the back pocket on the jeans is mostly stitched with a pattern that is exceptional to the brand of jeans. It can contain a sketch of the stitching pattern, including a count of the stitches from corner to corner on the pocket or the embroidery on premium jeans. The colour of the thread, the stitch length, and other information are detailed to make every pocket on every pair of jeans.

Sizing Specification

In tech pack, the buyer spells out the diverse sizes of the garment. Sometimes the size-wise breakup of the order may not be given by the buyer with the tech pack. Size specification also has gender of the customer, size range, size classification, etc.

Size and Fit Specification

These may be considered together because of the integration of information about these two product features; however, they are two distinctly different features. The size involves a standardized set of dimensions for the product, whereas fit explains how the apparel product relates to the body. Fit is how the product is to the wearer when wearing the garment and is often a factor not only of size classifications but of cultural forces and fashion. Fit specs include descriptions, pictures, illustrating the placement of the product on the body, and the looseness or tightness of the product relative to the body. The ease, or the difference between the body proportions and the garment size built into the product, dictates the fit. This ease can come from the size of the pattern pieces or from the stretch that is natural to the fabric. What is considered a close fit for one group of consumers may be too loose a fit to satisfy another group of consumers. Circumference is the first point of fit that most buyers consider; however, lengths of sleeves, bottom of the pelvis positioning and leg lengths, and placement of seams are also important in fit.

Point of Measurement

From the merchandisers' angle, point of measurement is an important issue. Most of the misunderstanding happens in this respect. When it comes to garment quality then measurements are bound to be checked. Therefore in a tech pack, the buyer gives the point of measurement either in an illustrative layout or in a coded format. The buyer gives the instructions. Measurements are taken by keeping the garment flat on the table. This is necessary both at the sampling stage and at the production stage. If something is missed by the merchandiser or the quality person then, it will not be acceptable to the buyer.

Placement Details

From the merchandisers' angle, placement of graphics, embroidery and appliqué is vital. Tech-pack provides all the fine points about the graphics design, size, font, colour combinations and placement details on the garment. The thread of embroidery, colour, SPI, font, size of design, etc. is also provided by the tech pack. The merchandiser has to give instructions to its production personalities appropriately. If printing and embroidery are



outsourced to sub-vendors then, the same information should be shared with the sub-vendors, so that an error free production is possible.

Final Inspection Specification

The final inspection specification guarantees that the product will be packed and delivered to the customer as indicated in the contract agreement. Contents of the final inspection specification for apparel products include the placement of hangtags, the fold of the product, bagging or hanging information and packaging of the products. For apparel manufacturers, the finishing inspection spec for fabric includes the size of the fabric roll, the placement of rolls within the delivery truck, and the types of inspection information that will be delivered with the fabric rolls. It may also include any information needed about finishes that are applied to the product after it is sewn. Some of the “washes” such as stone washing or acid stripping are done on the finished garment to develop the desired streaks or seam shading that may be popular.

Conclusion

Tech pack as we can say is the most essential feature of the export merchandising progression. The buyer gives a thorough tech pack and the merchandiser acts accordingly. Tech pack is considered to be a bible of the running style that gives all the required information about the style. Without the tech pack it is impossible to move further. If there is any uncertainty in the tech pack, it is communicated to the buyer instantaneously. The merchandiser is expected to read the tech pack thoroughly, the specifications with regard to sampling, production, construction, fit and measurement. It is advisable that the merchandiser understands the technicalities in the tech pack and if there are problems related to the tech pack, it should be clarified at the early stages of the order.

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