



SHREEJI

Cutting-Edge Success Stories - Together with Morgan

Company Profile

Shreeji is a knitwear manufacturer based in Kolkata, India, serving leading domestic corporate customers, including a strategic partnership with TATA's Zudio. With over 1,000 machines and full SEDEX SMETA IV Pillar compliance, the company manages the entire production process in-house, from cutting to final dispatch.

Specialized in kidswear and menswear—such as t-shirts, polos, shorts, and joggers—Shreeji works with a wide range of knit fabrics, including single jersey, double jersey, jacquard, and bonded materials, positioning itself as a reliable and scalable manufacturing partner in a highly competitive market.



The Need for Change

As production volumes increased and market demands became more fast-paced, Shreeji recognized the need to upgrade its cutting-room technology. Efficiency, scalability, and speed were becoming critical factors to remain competitive, especially while serving fast fashion customers with rising order volumes.

The goal was clear: remove bottlenecks, accelerate workflows, and support growth without adding operational complexity or disrupting existing processes.



Choosing Morgan Tecnica

Morgan Tecnica stood out for its advanced technology, strong workflow integration, and high level of automation. More than a software supplier, Morgan Tecnica was seen as a long-term technology partner capable of supporting Shreeji's evolving production needs.

Its reputation for innovation and highly responsive support gave Shreeji the confidence to invest in a solution designed not only to optimize current operations, but also to sustain future growth.

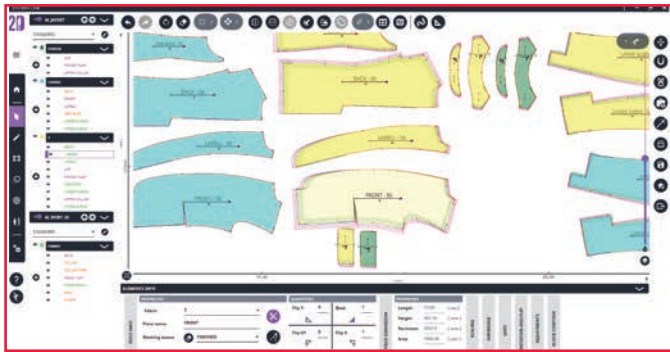
Expectations from the New CAD

From the outset, Shreeji expected the new CAD system to accelerate workflows, simplify pattern design, and improve overall production efficiency.

These expectations were fully met by a modern, integrated CAD solution capable of handling increasing workloads, optimizing marker efficiency, and making pattern design faster and more intuitive. The result was a more streamlined production process, aligned with the company's long-term growth strategy.



Rex Machine



2Design



2Tetrix

Managing the Transition

The transition phase presented several challenges. Concerns included the learning curve, data migration, and the need to adapt existing workflows. The complexity was heightened by the simultaneous purchase of three software systems and the urgent need to recruit and train three skilled employees in a short timeframe.

Operating in a local environment where change can meet resistance, Shreeji took a strategic approach by introducing younger talent who were immediately comfortable with the new, user-friendly interface.

Fast Adoption, Real Results

Thanks to the software's modern design and ease of use—developed with the new generation entering the workforce in mind—the team became fully operational within just **30 to 45 days**.

Even when minor file transfer issues occurred, existing team members were quickly trained to adapt, ensuring continuity and minimal disruption to daily operations during this critical phase.

Morgan Tecnica's Support

Throughout the implementation, **Morgan Tecnica** provided hands-on training, technical guidance, and prompt troubleshooting. The team supported Shreeji with system setup and file transfers, helping stabilize operations quickly and giving the internal team the confidence to fully leverage the new CAD system.



Morgan Team CAD/MASTERMIND Support



Measurable Improvements

Since adopting the new CAD technology, Shreeji has experienced clear improvements in efficiency, accuracy, and productivity. Daily workflows are smoother, marker efficiency has increased, and pattern design is significantly faster and more intuitive.

Continuous feedback is actively encouraged and implemented, ensuring that processes continue to evolve and improve over time.

A Long-Term Partnership

Today, Shreeji describes its partnership with Morgan Tecnica as extremely positive. The Morgan team is responsive, knowledgeable, and proactive, clearly standing out compared to previous technology providers.

Thanks to this collaboration, Shreeji achieved full operational efficiency within just **30–45 days**—even while onboarding new team members—laying a solid foundation for sustained growth and long-term success.



We mOrganize Your Cutting Room
www.morgantecnica.com