



**KLIM CLIMBS STEADILY UPWARD WITH CENTRIC PLM™**



**THE MOTORSPORTS APPAREL AND GEAR COMPANY PAVES  
THEIR PATH FORWARD WITH TECHNOLOGY**



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“We work on such a wide variety of products that it’s just so complex to manage. Our offerings range from carbon fiber helmets, to snowmobile boots, to GoreTex outerwear pieces, to motorcycle airbags. There’s no way we could have handled it all just with Excel files and emails”.

Ryan Harris, Vice President of Product gives his observations on managing their products without PLM. KLIM recognized early on that they needed to have a single source of the truth for all product data so that critical information was accessible at all times. Years ago, the number of products was smaller. Of those times, Harris says, “The actual product development process was more involved because there were a lot of emails and so many shared Excel files. You had to spend a bunch of time making sure the information you were sharing was correct.” Now, there is a detailed, centralized database from which everyone pulls the same, accurate information.

Since then, how else has KLIM scaled and adapted to both business growth and change?

## WORLD LEADERS IN RIDER PROTECTION

KLIM, based in Rigby, Idaho is a global leader in designing and manufacturing advanced powersports apparel for the demanding snowmobile and motorcycle rider from head to toe. Founded as Teton Outfitters in 1994, the company became known as KLIM in 1999 initially producing customized snowsuits for back-country skiers and snow resort workers, then moved on to making protective snowmobiling apparel. In 2004, KLIM parlayed their expertise in riding gear into making motorcycle gear, nicely spanning all the seasons. KLIM’s mission is to enhance the rider’s experience through well-made, high quality gear able to protect the rider through challenging circumstances. Each product goes through an intensive R&D phase as well as rigorous testing to meet their high standards for protection. The company is continuing to grow at a rapid pace.

KLIM was an early adopter of PLM—2009—in their search for ‘a single source of the truth.’ Their approach was practical; start gradually and get different part of the business on board. Harris says, “All of design and development is run through Centric PLM. By automating different parts of the process like lab dips for example, we were able to cut that time down by about two weeks.” This held true for other instances such as reducing sample turn time by 25%.

## PANDEMIC PANDAMONIUM

As a wholesale company, KLIM had to scramble like everyone else when retail stores were shut down in the spring of 2020, exclusively leaning on e-comm for a period of time. KLIM had had the foresight to establish their online site through data housed in PLM prior to the pandemic. Circumstances had people eager to embrace outdoor sports. Harris says, “We are definitely seeing growth in our direct sales which has been a smaller portion of our business. And we ended 2020 about 30% up in DTC, year over year. The spring was a little bit rough for our wholesale accounts but they made up for it in the summer, ultimately growing from the year prior, as did we. And we typically see that as we improve our direct sales, our wholesale channel usually comes with us. It’s not one or the other. The whole brand grows.”

Still, there were adjustments to be made to their usual way of working. Most of their vendors are overseas. Says Harris, “What changed a little in our development process—which I hope makes us stronger— was losing the ability to jump on a plane and go fix



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— Ryan Harris, Vice President of Product at KLIM

## CHALLENGES

- + E-comm channel under-utilized
- + Sample turn time was messy and unknown
- + Lab dip process took too long
- + No formal way to advance innovation
- + Regional Quality inspections relied on email to convey information

some of the things that are not finalized earlier on in the project stages. So it really forced our design and development team to be more thoughtful in some of their decisions and to stick more strictly to the timelines. It modified the way our team works internally. I think our biggest challenge was not being able to see and talk to each other at the office every day to build on ideas and have that face-to-face communication.” Centric PLM assisted in this effort, facilitating collaboration among team members by giving everyone up-to-date product data and transparency to the development process no matter where they were.

## TECHNICAL TRACK

Unlike some apparel brands, much more than fashion is at stake with KLIM's gear. It provides a degree of protection that motorcycle and snowmobile riders expect. There are other considerations too—like making sure the motorcycle jackets are breathable so the rider doesn't get too hot, which can be a dangerous distraction on the road. Harris discusses their flagship jacket. “Our Badlands Pro is a GoreTex pro laminate, waterproof jacket, with YKK zippers, Scotchlite 3M reflective. It has ceramic-infused super fabric that, if you ever go down, you'll slide across the road leaving the jacket still intact. It has a kidney belt and armor in all the limbs that solidifies on impact. On the flip side, I get a few contacts each winter from customers who tell me their machine broke down so they had to spend two nights in a freezing ravine before anyone found them, and that our gear saved their life.” Harris explains that the tech pack for the Badlands jacket is 30 pages long with over 200 items in the BOM and 5 colorways. “You're managing 1000 different things in that style to make sure production is done correctly. Something that would be impossible to manage without Centric PLM.”

## RESULTS

- + E-comm channel sales up 30% year-over-year
- + Decreased sample turn time by 25%
- + Streamlined and automated lab dip process, cutting it down by two weeks
- + Weekly focused innovation meetings implemented
- + Regional quality inspection data to be accessible in real-time

## CONSISTENCY IS KEY

PLM allows KLIM to be consistent in how information is presented to the factories. Harris says, “You have complex products that have pages and pages of information, and then there is a simple polo shirt with a lot less information, but the info is all consistent. The format of it is the same whether it's from designer A or designer B; how we communicate is really consistent and our factories and suppliers are used to that. And that is made possible by Centric PLM.”

## QUALITY TEAM GETS A BREAK

Much of KLIM's quality team is based overseas and typically meets with teams at headquarters a couple of times a year. Harris says, “We're rolling out a module with our QC team. They'll access the information and do their quality checklists, identify problems and manage the whole thing right through PLM. We're excited to get our QC auditors going through the factory with their iPad, take pictures, make comments on the spot.” He continues, “Their QC counterparts back here in the States have instant access to that information instead of having to wait for their overseas colleagues to recall what they observed and find time to write up an email after the fact. With the new module, live data gets entered during the inspection, significantly ramping up efficiency.”

## GETTING EVERYBODY ON BOARD

Product management, all of line planning, all financial reports for margin analysis and revenue growth is done through PLM. Harris lists the functions that are fully using Centric PLM, “Our design team are designing in their own systems and software, but all of that collaboration comes into Centric. Our development team probably spends the vast majority of their day in the system. Production, sourcing, logistics, purchasing, marketing, and accounting. So almost everyone!”

Onboarding new employees is also easier, since Centric PLM is so user friendly. Even remote onboarding is possible in just a few hours to give new hires what they need to get going.

## ENCOURAGING INNOVATION

With the emphasis KLIM places on innovation, their people are constantly thinking about how to improve the products. Harris says, “We don't have a dedicated innovation team. We believe it comes from everywhere.” But PLM has allowed them to take it a step further. For two years, KLIM has held their weekly project status meetings in PLM. It was working so well, that they decided to transfer the process to running innovation meetings. This carves out time during the busy development season and provides rigor around innovation, using the tool right inside Centric, giving clarity to what innovations are slated for which season.

## THE OUTLOOK

The future looks bright for KLIM. Harris notes, “We're seeing that people are still looking to go out and experience outdoor activities. It should be a good financial year. Our teams are motivated and happy. I think strong, everlasting companies are what you build in challenging times to set yourself up for the future.”



## KLIM ([www.klim.com](http://www.klim.com))

KLIM is a relatively young company with a rich history built on the values of hard work, sacrifice, and determination. KLIM has risen against all odds to become one of powersport's most recognized brands and a global leader in designing, developing and manufacturing the most technically advanced motor sports apparel. Utilizing the world's highest technologies in waterproof, breathable, durable and comfortable materials, KLIM builds gear for the most demanding riders. Driven by the continual feedback and input from dedicated test pilots and passionate customers, KLIM strives to do one thing above all—improve your riding experience without compromise. Our story is one of an ambitious dreamer who refused to quit and the family of people who helped him change an industry. At KLIM, our dreams and passions fuel our brand, and our employees and clients are the driving force behind our success.

## ABOUT CENTRIC SOFTWARE ([www.centricsoftware.com](http://www.centricsoftware.com))

From its headquarters in Silicon Valley, Centric Software® provides a Product Concept to Consumer Digital Transformation Platform for fashion, retail, footwear, luxury, outdoor and consumer goods including cosmetics and personal care and food and beverage. Centric's flagship Product Lifecycle Management (PLM) platform, Centric PLM™, delivers enterprise-class merchandise planning, product development, sourcing, quality and product portfolio optimization innovations specifically for fast-moving consumer industries. Centric SMB focuses on core tools and industry best practices for emerging brands. Centric Visual Innovation Platform (CVIP) offers highly visual digital board experiences for collaboration and decision-making. Centric Software pioneered mobility, introducing the first mobile apps for PLM, and is widely known for connectivity to dozens of other enterprise systems including ERP, DAM, PIM, e-com, planning and more as well as creative tools such as Adobe® Illustrator and a host of 3D CAD connectors. Centric's innovations are 100% market-driven with the highest user adoption rate and fastest time to value in the industry. All Centric innovations shorten time to market, boost product innovation and reduce costs.

Centric Software is majority-owned by Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

Centric Software has received multiple industry awards and recognition, including being named by Red Herring to its Top 100 Global list in 2013, 2015 and 2016. Centric also received various excellence awards from Frost & Sullivan in 2012, 2016, 2018 and 2021.

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