M ATLAS

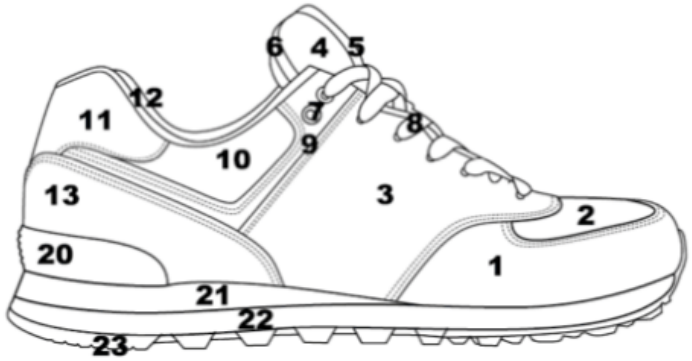
AI Native Product Creation

Stacy Xie | MATLAS.XYZ



Product creation needs to evolve

Project Name:	**Sneaker Factory Jogger**
Factory:	**Houjie #1**
Prototype ID:	MSK069
Season:	Spring 2018
Division:	Running
Color Description:	WHITE / GREY / BLACK
Country of Origin:	China
Construction:	Cold Cement Cement
Gender/Size:	MS9#
SizeRun:	5-14
Last Code:	SUX-6000
O/S Code:	LF_204
Status:	PHOTO



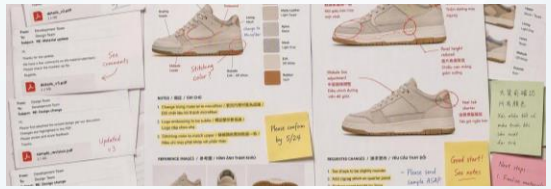
	Component Type	Component Specification	Color	Ref	Supplier	Notes
	UPPER					
1	**Toe Top / Mudguard**	1.2mm PU Duratec (WR) Emboss#BS1	White		Nan-Ya	
2	**Vamp**	MESH + 4MMKF329+24GT/C	White		Cosmo HK	
	Vamp Lining	Cambrelle	Black		Local	
3	**Quanter/Eyerow**	1.2mm PU Duratec (WR) Emboss#BS1	White		Nan-Ya	
	Quarter logo	TPR Logo Stiched on	Red		Local	
4	**Tongue**	MESH+4MMKF329+24GT/C	Cool Grey 2 c		Cosmo HK	
5	**Tongue Logo**	Embroidery "text" logo	White		Local	
6	**Tongue Lining**	Visa Terry + 4MMKF329+24GT/C	Black		Local	
	Tongue Foam	20mm KFF PU foam	NA		Local	
7	**Lace Eyelet**	8mm Steel	Red		Dae-Sung	
8	**Shoe Lace**	8mm Oval	Red		Pahio	
9	**Collar Underlay**	1.2mm PU Duratec (WR) Emboss#BS1	White		Cosmo HK	
10	**Collar Panel**	MESH+4MMKF329+24GT/C	White		Cosmo HK	
11	**Heel Logo**	Embroidery "text" logo	White		Local	
12	**Heel Lining**	Visa Terry + 4MMKF329+24GT/C	NA		Cosmo HK	
13	**Heel Counter**	1.2mm PU Duratec (WR) Emboss#BS1	NA		Nan-Ya	
	Internal Heel Counter	Texon .4mm	NA		Texon	
	Internal Toe Puff	Texon .2mm	NA		Texon	
	Eyerow Reinforcement	Super Tuff	NA		Local	
	Upper Thread	bonded nylon 6 250D 3 Ply	Matching		Coats or A&E	
	OUTSOLE UNIT					
20	**Heel Counter**	Injection Plastic Red	Red		Xie-Xie Injection	
21	**Midsole Wedge Top**	Hot Press EVA Asker "C" 45-50	Grey 2c		Local	
22	**Midsole Wedge Bottom**	Hot Press EVA Asker "C" 55-60	White		Local	
23	**Outsole**	#1-44 NBS400 Shore "A" 65 +or-3 SG 1.1 +1.4	Black		CW Pressing	
	Insole Strobal	Texon T28	White		Texon	
	Footbed	Cold Pressed EVA Asker "C" 45 Standard Open Mold	Black		Local	
	Foobed Skin	SAMPLE MESH+4MMKF329+24GT/C	White		Cosmo HK	
	Foobed Logo	Screen Print Logo "Text" 45mm x 25MM	Black / Red		Local	
	Cement	Water based PU	Clear		Nom-Pou	
	PACKING					
	Inner Box	2016 Box art E-Flue - White Back PVC skin	Red		Lai-Wah	
	Out Carton	Brown	Brown		Local	
	Tongue label	3cm x 3cm White + Black Screen + Weld	Black		Local	
	EEC label	2cm x 2cm White + Black Print	Black / White		Local	
	HangTag	4-Color Print	Color		Lai-Wah	
	Tag pin	White	White		Local	
	Poly bag		Clear		Local	
	Wrap Tissue	10 gram 2 sheets	White		Local	
	Toe Tissue	10 gram 2 sheets	White		Local	

Specs are a headache to build

Manual work compounds across the value chain



Excel spreadsheets
Tech packs



Emails & SharePoint
Updates & changes



Material details
Costing breakdowns

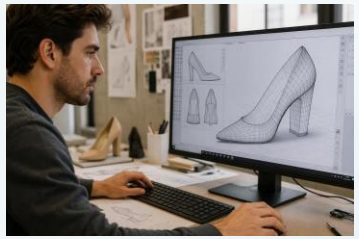


Complex systems
PLM



Designers

Sketches



CAD/3D artists

CAD/3D models



Materials

Swatches



PD/Technicians

Tech packs



Costing

Cost sheets



Duty experts

Duty worksheets



Material supplier teams



Factory manufacturing teams

Suppliers' work multiplies with every brand they serve

4 Brands workflows

43 supplier-side people

7 named tools & channels

BRAND 1	BRAND 2	BRAND 3	BRAND 4
13 people	17 people	5 people	8 people
We interact with the brand using **PLM**, **Smart Sheet**, and **Miro** board. We also send the brand **Excel**, **FDS**, and documents for their reference.	The main tool is **PLM**, but it duplicates by **e-mail** to share **FDS** or more details. The **Miro** is most common for design works.	We are using Brand's **PLM** to communicate and sometimes we send **Excel** grid and **FDS** hardcopy to them by **DHL**. Also, to discuss with Design, we are currently using **MIRO** system.	The main tool is **e-mail**, but we download the buyer's details from the **PLM**. However, Brand still doesn't have a full function to upload files from the vendor side. So, we have to send all files via **e-mail**.

Source: Supplier interviews, 2024 ; FDS – Fabric Detail Sheet

Existing solutions are fragmented by design

M ATLAS integrates with Traditional PLM

Traditional PLM FlexPLM, TotalPLM	3D/AI Design CLO, Raspberry AI	**M ATLAS**	Materials Sourcing Material Exchange, Weev	Horizontal AI ChatGPT, Claude
○	◐	● AI-native creation	○	◐
◐	●	● AFA domain expertise	●	○
○	◐	● Materials intelligence	●	◐
●	○	● Structured product data	○	○
○	○	● Brand–supplier network	●	○

● Full ◐ Partial ○ None

Assessment of publicly available product capability, September 2026.

Meet Maeve

WATCH THE DEMO

MATLAS.XYZ

AI DESIGN LAB

Your AI Product Specialist

Image Preview

No image uploaded yet

IMAGE GALLERY

PREVIEW PREVIEW PREVIEW PREVIEW

Product Attributes

Pattern name

Description

Season

Silhouette

Class

Subclass

Style type

Bill of Materials