

# Levi's Laser Technology

"We can stock 511s in our distribution center and literally as we get new orders or as we're chasing products or filling in sizes, we can send those base washes down to the laser area and actually have them in and out, fully finished, and boxed and ready to go, within six hours," Liz O'Neill (Chief Supply Chain Officer) says.

Liz O'Neill is talking about the new laser finishing process that Levi's is preparing to fully scaled by 2020. The process not only cuts down drastically on time, as O'Neill mentioned but also cuts down on the chemicals necessary for finishing a pair of jeans down to dozens instead of thousands. The most harmful of these chemicals, Potassium Permanganate was the reason Levi's is switching to this innovative laser finishing process.

While, a lot of the benefit is to Levi's by saving labor and cutting the process from two or three hours down to 90 seconds, and being able to recreate identical finishes, the consumer will also see benefits. Levi's can now decide on the finish of jeans much later, thus allowing them to observe trends and tailor their jeans more towards what the consumer really wants.

There is some concern about the effect it will have on workers since it cuts labor so drastically and fewer humans will be needed with an enhanced computer presence. Levi's, however, is confident they can retrain employees and does not anticipate this innovation will cause layoffs.

\*It should be noted that some Japanese factories have already been using similar laser technology\*