



## NEWS RELEASE

### **Westmoor Manufacturing Rounds Up Digital Transformation with Centric PLM™**

*Iconic western wear brand wrangles inefficiency and sends it packing*

**CAMPBELL, Calif., June 28, 2022** – [Centric Software®](#) is delighted to announce the release of a success story about its customer, Westmoor Manufacturing.

Westmoor Manufacturing is a western wear company founded in 1946 and known for their trademark pearl-snap western shirts. With their brands Panhandle, Rock & Roll Denim and Powder River, they have a full line of apparel for men, women and kids. They sell via their website and through various retailers in North America.

The company had been using email, spreadsheets and pdf files in product development and were looking to improve efficiencies, standardize processes, and modernize throughout.

When the pandemic hit, Westmoor's IT department had pieced together a way to get into their existing system. Liz Enoch, Technical Design and Production Manager at Westmoor Manufacturing says, "During the time that we all worked at home, the IT people found ways for us to get into our existing system but boy, was it clunky and slow. We all felt even better about the decision to move forward with PLM."

After Centric PLM implementation, Lead Designer at Westmoor, Ana Sylvia Legarreta says that it is much easier to use Centric PLM when working from out of the office. "...instead of trying to remotely access your computer, and then try to find it in the network and the server. With Centric, it's another story, much more efficient. Everything's much faster than before."

Read the details of how this 76-year-old company is modernizing the product development process and setting a digital foundation to carry Westmoor to 100 years and beyond.

[Read the full story](#)

[Request a Demo](#)

**Westmoor Manufacturing Co. ([www.panhandleww.com](http://www.panhandleww.com))**

In 1946, Westmoor Manufacturing was founded by two German immigrants on the principles of individuality, intelligence, and style. Ernest and Martin Hochster began their journey with a stroke of both luck and genius when they added pearl snaps to their popular “Gambler” shirts. This small detail quickly became the trademark of their first brand – Panhandle Slim. Panhandle Slim, now shortened to Panhandle, still honors its authentic cowboy inspiration through small but impactful style details, western prints, and supreme fit. Westmoor’s brands offer cool, comfortable shirts, rugged and stylish denim, and fashionable outerwear for men and women, boys and girls, embracing styles that transition from a day on the ranch to a night of line dancing. The clothing features details that those living the Western lifestyle know and love, while pushing the boundaries with new prints, stylized embroidery, and modern trends. Through their brands Rock & Roll Denim, Panhandle, and Powder River, the company has continued to pursue its love of fashion by persistently and consistently designing and creating high-quality merchandise. Designed in Texas, with American values.

**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, consumer electronics 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 Visual Innovation Platform (CVIP) offers highly visual digital board experiences for collaboration and decision-making. Centric Retail Planning is an innovative, cloud-native solution powered by Armonica Retail S.R.L., that delivers an end-to-end retail planning process designed to maximize retail business performance. 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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