



Customer-oriented and eco-friendly networks  
for healthy fashionable goods

The objective of CoReNet is to address consumer needs and expectations of wide range of European citizens as well as specific target groups - such as elderly, obese, disabled, or diabetic persons -by supplying small series of functional and fashionable clothes and footwear of high quality, affordable price and eco-compatibility.

Therefore the European Textile, Clothing and Footwear Industry will be enabled to provide customised health fashionable goods for relevant social niches, so improving its market shares. In order to design, develop, produce and distribute the related small order quantities in a cost- and eco-efficient way a new framework and components for new collaborative networking will be developed, enabling to stay as long as digital and to produce on-demand.

This includes:

- a) consumer integrated collaborative eco-oriented design, and configuration of healthy wearables using web-enabled virtualisation and green materials,
- b) a radical renewal of critical value creation steps by the adoption of Rapid Manufacturing technologies for optimised digital printing and laser engraving; and
- c) the overall integration and co-ordination of business processes and information exchange by a set of new (web)services for network design and ad-hoc (re-)configuration, for real-time planning, forecasting and replenishment, and for tracking and tracing of ecology and quality.

Within CoReNet framework, all partners of the value creating sectors will become able to co-ordinate value creation processes, with the end consumer as driving actor. CoReNet will be collaboratively tested and demonstrated within industrial plants, thus showing the full potential of the new sustainable collaborative cross-sector networking approach.

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