



♪ 3DLOOK

## How Burlington Medical OVERCAME MANUAL MEASURING

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"We get more efficient, consistent measurements with 3DLOOK. It has reduced repairs and alterations by removing the subjectivity and inconsistency received when measuring by hand. The accuracy of the measurements is spot on."

Lee Ann, SVP of Global Operations, Burlington Medical







With little room for error in the medical wear space, robust measuring processes are a must for companies like Burlington Medical, a leading provider of radiation protection aprons.

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Most uniform businesses rely on in-person measuring events to capture end-wearer measurements. However, these events are not only costly for businesses and time-consuming for everyone involved but also rely on manual processes that expose end-wearers to potential human error and inconsistency. Unsurprisingly, uniform businesses rank offering accurate measurements and getting customers into the aright sized clothes as the biggest challenge they face in the industry.

#### What are your biggest challenges now?

31%			Accurate measuring and size recommendation				
24%		Getting end-wearers into the right size clothing					
13%	Technology a	doption is	too slow				
11% Inability to physically measu		cally meas	ure people				
<b>9%</b> Ti	me-to-market is too	olong					
7% Inefficiency of fit events							
5% Lack of technology expertise							

Poll results from 3DLOOK's latest webinar <u>"Bringing Uniform Businesses Into the Digital Age"</u>



#### **Uniform Pro: Improved size and fit consistency**

When COVID-19 hit, putting a hold on in-person fitting events, Burlington Medical knew it could no longer put off seeking an alternative solution to measure end-wearers. Burlington Medical realized that implementing a digital, contactless solution would be key to providing a safe and consistent experience without impacting lead time or the bottom line.

The radiation protection specialist turned to <u>Uniform Pro</u>, 3DLOOK's top-to-bottom digital fit, sizing, and measurement event management system. Using Uniform Pro, Burlington Medical has created a seamless solution for its sales representatives to manage individual measuring events and collect body data from end-wearers contactlessly in person, or remotely.





3

Schedule a physical or a virtual fitting event.

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2

Use a mobile app to scan end-wearers. Only two photos needed.



View and manage your end-wearer's measurement data, assign corresponding products to each event and schedule future ones.

4

Deliver well-fitted garments to your end-wearers







Body data is generated automatically using just two photos, reducing a 15-minute measuring process down to **just two minutes**. Through API integrations, data is then passed to Gerber's AccuMark design software for Burlington Medical to produce its tailored aprons.

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33.5 in Ankle girth 9.4 in	Armscye girth	16.5 in	Bust girth	33.3 in
41.2 in Wrist girth 7 in	Neck girth	15 in	Under bust girth	30.7 in
28.6 in Calf girth 13.2 in	Neck girth relaxed	C DODDAD	Upper chest girth	33.5 in
32.6 in Thigh girth 21.5 in	Forearm girth flexe	d 9.7 in	Overarm girth	41.2 in
35.6 in Thigh 1 inch below the crotch 22.5 in	Elbow girth	9.9 in	Waist girth	28.6 in
10.9 in Mid - thigh girth. 18.4 in			Upper hip girth	32.6 in
			Hip girth	35.6 in
			Upper-arm girth	10.9 in



#### An industry-leading partnership

Now Burlington Medical sales reps have access to **Uniform Pro** to manage fitting events and scan their end-wearers. With measurements generated by 3DLOOK's AI-based technology, customers can now receive consistent measurements, free from human error and subjectivity.

Together, 3DLOOK and Burlington Medical have developed an industry-leading solution. From scan to production, the process of creating a custom apron has been reduced to just two days, offering the best apron lead time in the industry.

With over **3,500 healthcare workers scanned** so far, Burlington Medical's drastically reduced return rate shows the value of implementing 3DLOOK's innovative solution. Using the abundance of body data captured to improve the fit of its garments and, in turn, increase comfort and safety for end-wearers, Burlington Medical has already seen **return rates fall by 67%**.



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Leading uniform businesses are using **Uniform Pro** to simplify the capture, storage, and use of end-wearer body data.

CLICK HERE to request a quote or contact us via e-mail sales@3dlook.me