

## Speed Time to Market and Reduce Travel Expenses.

**Use of a web based collaboration tool provided a quick affordable way to address time to market and travel issues.**

### Solution Overview

#### Company

Playtex Products  
75 Commerce Drive  
Allendale, NJ 07401  
www.playtex.com  
Rich Chomik

#### Industry

Consumer Products

#### NetIDEAS Solution

ProjectLink

Playtex Products Personal Care Division needed a way to bring their nationally dispersed product development team together to speed time to market and cut down on travel expenses.

Playtex Products Inc (Personal Care Division) product development teams are disbursed throughout the country. With Research and Development in Allendale, NJ, marketing in West Point, CT, operations in Streetsboro, OH, suppliers out of Charlotte, NC, and tooling in Canada, the team was spread overly thin, making it nearly impossible to get them together to interact on product development. This situation resulted in huge travel expenses, low team morale and worst of all, delays in getting products to market.

They decided to test the value of hosted ProjectLink on the next generation Diaper Genie project. The goal was to cut down on travel while bringing the new product derivative to market faster. Playtex purchased 20 seats of ProjectLink and deployed at NetIDEAS, Inc. in October of 2001. As an early adopter, Playtex was initially deployed on release 6.0 of ProjectLink and as a result, there were some difficult times early on due to the applications maturity; in particular with the Pro-E integration. Playtex worked with NetIDEAS and PTC to identify, duplicate, and subsequently resolve the problems and were pleased with the response and customer service from the NetIDEAS team.

Once the technical issues were addressed they were able to use the tool fully by spring of 2002. In the short time since deploying ProjectLink they've realized the value and have expanded usage with several products beyond the diaper genie and have more in the development stage. Per Rich Chomik, "We are relying on it more and more". In this competitive market place it is imperative to get new ideas out to market as quickly as possible - ProjectLink is impacting the time to market for Playtex Products.

In addition, employee satisfaction has increased as the need to travel decreased, and they've seen a reduction in travel expenses and expect more of an impact over the next year.

Based on their success to date with ProjectLink, Playtex Research and Development plans to expand usage of the tool into other product development areas.

### For More Information

For more information about NetIDEAS products or services, please visit our Web site or call us at (856) 914-9410 (US).

<http://www.netideasinc.com>

This case study is for informational purposes only. NetIDEAS makes no warranties, expressed or implied, in this summary. Windchill and Projectlink are trademarks or registered trademarks of PTC. ICEPak is a trademark of NetIDEAS.

© 2002 NetIDEAS, Inc., All rights reserved.

