

Hunes Home Furnishings

Leading home furnishings company adopts Adobe® Intelligent Document Platform to lower costs and boost sales with rapid, automated creation of customized product documents

Hunes Home Furnishings, a Division of the Hunter Douglas Group

- The Hunter Douglas Group, the leading manufacturer of window coverings and architectural products, distributes custom fabrics and rugs through its Hunes Home Furnishings division.
- Location: Upper Saddle River, New Jersey
- Founded: 1919

www.tapestry.com

www.hunterdouglasgroup.com

Industry

Manufacturing

Solution

Dynamic Document Generation

Products Used

- Adobe Central Pro Output Server
- Adobe Output Designer
- SAP ERP System

Company Profile

Window coverings and architectural products from the Hunter Douglas Group are found in millions of homes and businesses around the globe. With more than 148 divisions worldwide, the company operates as a highly decentralized federation of small- and mid-sized companies that manufacture and market these products to local markets.

The Hunes Home Furnishings division of Hunter Douglas sells area rugs and fabrics to its customers, interior designers, online via www.tapestry.com. While developing its line of area rugs, Hunes looked for a solution that would enable the company to provide designers with pictures of its area rugs. The challenge was that in many cases the designers would customize the rugs online, making it difficult to deliver photos of the actual product. Based on the Hunter Douglas Group's success using the Adobe Intelligent Document Platform to generate purchase orders and shipping documents, Hunes selected the Adobe platform to create a dynamic system for generating custom product photos and related materials for designers.

Challenges Faced

Serve designers quickly and cost-effectively online

Traditionally, the rug industry has relied on showrooms or printed catalogs to present rugs to customers. Hunes Home Furnishings wanted to cost-effectively provide customers with a reliable way to view the company's line of rugs offered on the Web. Although Hunes sends physical samples of rugs to designers, the small size of the samples often does not convey the design of an entire piece. As a result, the company needed to find a way to provide designers with another type of visual representation of its products.

Ensure the visual accuracy of product materials

E-mailing product information and photographs to customers for printing was problematic because the quality of customers' in-house printers varied. Hunes wanted to avoid the color distortions that could result when customers printed product photos. To ensure the delivery of quality, reliable photos, Hunes wanted to automate the creation of product materials that could be printed by Hunes' high-end printers and then sent to customers.

Automate the creation of documents with pictures and customer account information

In addition to delivering customized photos, Hunes wanted to provide designers with relevant information such as an item's price, available colors and sizes, and other product details. This information is stored in the Hunter Douglas Group's SAP Enterprise Resource Planning (ERP) application and needs to be merged with the product photos prior to printing.

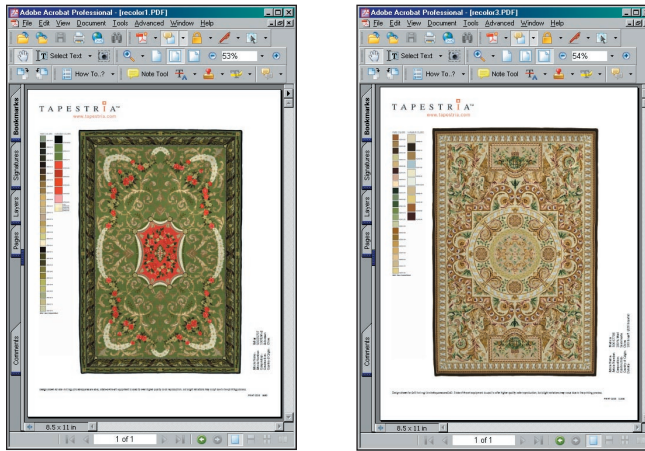
Success Strategy

The Hunter Douglas Group uses the Adobe Intelligent Document Platform to automate a number of processes, including generating purchase orders, invoices, shipping documents, and other materials that pull data from the company's SAP system.

The company realized that a similar automated document-creation strategy would meet the needs of its Hunes Home Furnishings division. With Adobe solutions, Hunes built an online system to handle requests for samples and purchases submitted



Using Adobe solutions, Hunes has automated the creation and delivery of materials for its custom rug offerings. The company built a Web-based design tool that allows designers to customize rugs online. Product images are merged with business data from the company's SAP system, including price and color; displayed in a graphic template with the company logo; converted to Adobe PDF; and printed at Hunes' offices. Printed photos and rug samples are then sent to designers.



"The Adobe solution supports exceptional customer service and lowers our costs. We can generate custom product materials and successfully sell high-end products online."

Lee Metcalfe,
Director of IS,
Hunes Home Furnishings,
A division of the Hunter
Douglas Group

via the company's Website. The system captures customers' contact and account information, as well as data about items customers are interested in purchasing. This information is transmitted to the SAP system, which generates a purchase order.

The Adobe Intelligent Document Platform also enabled Hunes to automate the creation and delivery of materials for its custom rug offerings. With the help of Adobe solutions, Hunes built a unique Web-based design tool that allows designers to customize rugs online. They can create rugs with custom borders or recolor rugs to fit any clients' tastes.

The automated system uses a computer-aided design (CAD) tool to create photo-realistic electronic images of designs. Once the images are generated, the Adobe solutions merge the images with business data from SAP, including price and available colors. All the elements are displayed in a graphic template with the company logo. The fully formatted document is converted to Adobe Portable Document Format (PDF) and printed at Hunes' offices in Chicago. The printed document and rug samples are then sent to designers.

Benefits

- Extended the range of items that designers can preview online
- Reduced the cost of doing business
- Increased convenience for designers
- Used the Web to accurately generate and display orders for customized products
- Improved network operations by minimizing the size of electronic files

Hunes' online solution is convenient for designers because they can peruse a wider variety of products online. This contrasts with showroom locations that have limited inventory. In addition to enhancing services, the Web site enables Hunes to keep operating costs low by eliminating the need to produce, pack, and ship items to showrooms.

The Adobe Intelligent Document Platform also helps the company overcome designers' fears of online purchasing. By printing materials on high-end printers, Hunes can ensure that colors and other data are represented accurately, enabling designers to see items exactly as they would appear in person. Designers receive all the information they need to make a purchase, including price, available colors, and a physical sample. Once an order is placed, designers receive business correspondence—such as invoices and shipping orders—directly from the SAP system.

"The Adobe solution supports exceptional customer service and lowers our costs," says Lee Metcalfe, director of IS for Hunes Home Furnishings. "We can generate custom product materials and successfully sell high-end products online."

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