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FROM MASS PRODUCTION TO MASS CUSTOMIZATION

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ABSTRACT

With the advent of the industrial revolution and interchangeable parts, manufacturing moved from the craft era to the mass production era. Today there is a new era emerging and it is called Mass Customization. Mass Customization takes the best of the craft era, when customers had products built to their specifications but only the elite could afford them, with the best of the mass production era, when everybody could get the same product because it was affordable. This presentation will highlight the development of Mass Customization and how the sewn products industry is positioned to capitalize on it. As progressive companies trade their traditional production concepts and practices for powerful mass customization techniques, this presentation will provide insight into the integration of information technology, mechanization, and team-based flexible manufacturing. Emerging technologies for mass customization such as three-dimensional non-contact body measurement and digital printing will also be discussed.

KEYWORDS: Mass Customization, Body Scanning, Digital Printing
