

CASE STUDY



EMBROIDERY

CLIENT
O'Neills Sports

OPERATION
Ireland's largest sportswear company

REQUIREMENT
Dual functional embroidery machines

PRODUCTS
Textiles, Sportswear and Apparel

SOLUTION
SWF Embroidery Machines



ABOUT THE CLIENT

- > O'Neills are Ireland's largest sportswear company
- > Founded in 1918 as a manufacturer of Gaelic footballs
- > Located in Dublin, Ireland
- > Employing more than 900 people across Ireland, UK, France, Australia, and USA
- > Designing and producing sportswear for Soccer, Rugby League, Rugby Union, Boxing, Cricket, Athletics, Hockey, Netball, Basketball, Cycling and many other sporting events



Our existing equipment was not performing well, it was slow, inflexible and unscalable. This simply was not going to assist our rapidly growing business, so we looked elsewhere.

When we saw the capabilities that YES demonstrated to us with their SWF range, we knew it was the right direction to go in and we haven't looked back. The SWF embroidery machines are phenomenally faster, and they have the added bonus of dual functionality, meaning we can embroider two different designs simultaneously.

They are also extremely easy to use, we have currently a team of 50 people in our embroidery department and we can safely say all our operators enjoy the functionality of these high-performance models. The touch screen user interface is high-end and offers a great deal of integration capabilities. With such a large team here at O'Neills, we required a system that matches the design to the garment using scanning technology the integration of SWF's barcode reader system has eliminated the possibility of operator error.



Kieran Kennedy
Managing Director

CLIENTS CHALLENGE

O'Neills Sportswear and Apparel Business was expanding rapidly, and their existing equipment was slow, inflexible and unscalable and simply was not going to assist in the growth going forward.

Any new equipment needed to be fast, versatile, and efficient to supporting all new product designs and delivering a return on investment.

SOLUTION

Since 2007 O'Neills have invested in both SWF and RICOMA embroidery machines, Including:

- 37 SWF dual function multi-head machines
- 3 SWF tubular multi-heads
- 2 SWF special 1,200 high speed multi-heads

- 5 SWF single-heads
- 19 RICOMA single-heads
- The factory is running approx. 66 multi-head embroidery machines totalling 426 embroidery heads
- All supplied and supported by YES GROUP

BUSINESS IMPACT

SWF technology give O'Neills flexibility with their investment in the Dual Function and High Speed models and single head technology.

Their large scale In-house embroidery operation offers fast personalisation on everything from small orders through to thousand plus count !

Supporting their ever growing online business, teams and sporting events and international sales on an industrial scale !



RESULT

SWF equipment plays an important part in manufacturing quality products. O'Neills return on investment for all machines has always been based on roughly 12 month calendar.

www.oneills.com/uk

