



O'Neills®

SWF

O'Neills have it all sewn up with YES Embroidery Equipment



“SWF embroidery machines are phenomenally faster, and they have the added bonus of dual functionality, meaning we can embroider two different designs simultaneously – Kieran Kennedy, Managing Director, O'Neills”

Client

O'Neills are Ireland's largest sportswear company with a difference. Founded in 1918 as a manufacturer of Gaelic footballs, the company has grown rapidly to employ over 500 staff in premises spanning over 160,000 square feet.

Challenge

YES Ltd met with O'Neills around 10 years ago, as Mr Kennedy had a problem.... “Our existing equipment of a different brand from another provider was performing well, but it was slow, inflexible and unscalable. This simply wasn't going to assist our rapidly growing business so we looked elsewhere.”

Approach

Mr Kennedy said that: “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 since. The SWF embroidery machines are phenomenally faster, and they have the added bonus of dual functionality, meaning we can embroider two different designs simultaneously – for example on a 12-head dual machine we can embroider two different designs at once using one machine.”

Result

He continued: “The team at YES are responsive, and their technical support is excellent. We can be confident that our production runs smoothly, accurately and efficiently. In addition, the SWF machinery is very easy to use, meaning the operators (we currently have a team of 50 people in our embroidery department) can enjoy this functionality. The touch screen user interface is high-end and also offers a great deal of integration capabilities; for example, we're currently looking at a system that matches the design to the garment using scanning technology, which will eliminate the possibility of operator error”.

John-Paul Burton, YES's Co-Director said: "O'Neills are the proud owners of over 53 new embroidery machines supplied from YES Ltd totalling up to 281 embroidery heads making O'Neill's possibly the largest embroidery plant in the United Kingdom. What's also interesting is that they have 17 x SWF dual function (6x6) 12-head machines and 2x special 1,200spm high speed 12 heads, not forgetting the other dual function multi-head machines and various single heads from SWF and Ricoma embroidery machines for the O'Neills on-line business which is growing year on year!

Benefits:

- SWF technology offers O'Neills dual functionality with its dual head
- SWF products are fast, accurate and the range suits every need, whether growing rapidly like O'Neills or a first time embroiderer
- In-house embroidery means O'Neills can offer fast personalisation

If you're interested in the SWF range, then contact YES Ltd on 01623 863343 or email us at hello@yesltd.co.uk