

Confexsa Powers Next-Gen Workwear Manufacturing with BlueCherry® Shop Floor Control

 **Confexsa**

Executive summary

Nicaraguan apparel manufacturer Confexsa responded to the increasing demand for nearshore sourcing by investing in operational flexibility and lean production. By implementing CGS BlueCherry® Shop Floor Control (SFC) at its flagship facility, Confexsa improved real-time visibility, increased productivity by 10%, and enhanced operator engagement. These improvements positioned the company to meet evolving customer expectations for speed, agility, and ESG responsibility—while maintaining quality and cost control.

Introduction:

built for performance, positioned for growth

For nearly two decades, **Confexsa** has helped define excellence in workwear and protective garment manufacturing. From its expansive 140,000 sq. ft. facility in Nicaragua, the company produces high-quality woven apparel—including flame-resistant shirts, pants, and jackets—for some of the most iconic names in the U.S. market.

Brands like **Carhartt**, **Boot Barn**, **Ariat**, and **Unifirst** rely on Confexsa not just for product quality but for speed, reliability, and a collaborative approach rooted in transparency and continuous improvement.

With 1,600 workstations and a workforce that mirrors its ambition, Confexsa is one of the largest employers in Nicaragua's garment sector. But with rising demand for nearshore production and increasing pressure to deliver smaller, more customized orders faster, the company knew it needed a modern digital foundation to scale.

Challenges



Rising customer demand for small-lot, quick-turn orders



Need for real-time production visibility to prevent delays and ensure efficiency



Workforce training challenges in a high-turnover, multilingual environment



Intense focus on ESG compliance, operational transparency, and ethical sourcing



Pressure to reduce labor and material costs without compromising quality

Confexsa's leadership recognized that future growth required more than capacity—it required visibility, data, and control.

Solution:

digitizing the production floor with
BlueCherry® SFC

To meet these evolving demands, Confexsa partnered with CGS to implement **BlueCherry® Shop Floor Control (SFC)**—a real-time production tracking system that offers full transparency from the sewing floor to the executive suite.

What changed?

- 1** Real-time visibility: managers track WIP (Work in Progress), line performance, and operator output in real time.
- 2** **Interactive touchscreens:** operators access step-by-step work instructions, time per task, and earning visibility.
- 3** **Multilingual training:** digital onboarding and video guides accelerate training for a diverse workforce.
- 4** **Bottleneck prevention:** line-level inefficiencies are identified and addressed before they become delays.
- 5** **Data-driven decisions:** leadership has access to live performance metrics for faster, smarter planning.

Implementation:

scalable, and people-focused

Confexsa's SFC rollout was designed to maximize impact while minimizing disruption:

- **Assessment & planning:** mapped out key productivity bottlenecks and technology goals
- **Pilot launch:** Deployed BlueCherry SFC to 400 active sewing workstations
- **Workforce engagement:** introduced touchscreen terminals and real-time dashboards for operators
- **Training & optimization:** used multilingual videos to train new hires and reinforce process efficiency
- **Expansion planning:** Set the foundation for future scale as demand continues to grow

Results:

measurable gains and long-term agility

Confexsa's SFC rollout was designed to maximize impact while minimizing disruption:

Since going live with BlueCherry SFC, Confexsa has measured immediate improvements:

- 10% productivity increases across implemented lines
- Faster onboarding with touchscreen-based, language-friendly training
- Improved quality control with line-level visibility and tracking
- Greater operator engagement through transparency and performance awareness
- Scalable digital infrastructure built to support evolving order complexity and volume

Conclusion:

building the future of workwear, one line at a time

With its investment in BlueCherry® Shop Floor Control, Confexsa is more than a manufacturer—it's **a strategic, tech-enabled partner** for the world's leading workwear and protective apparel brands.

As U.S. retailers look to shorten lead times, strengthen compliance, and reduce sourcing risk, Confexsa stands out as a **nearshore powerhouse**—combining scale, skill, and digital sophistication to deliver on today's toughest manufacturing challenges.

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With BlueCherry Shop Floor Control, we're obtaining increases in productivity of 10 percent. It's been a really good solution, and I would recommend it to anybody that doesn't have this technology.

— **Roberto Bequillard**,
President and Owner, Confexsa

See how BlueCherry® SFC can transform your production floor—
request a demo today!