



## TextielLab improves order intake and resource management, saving 30% of time

With help from SMART4B, TextielLab brought 200 annual projects under one roof in Smartsheet, saving 30% of its time, optimising resources, and enabling effortless project management.

**Before having a single platform, it would sometimes take hours to find the right information across many Excel sheets. Now, it's just a matter of minutes or even seconds. I estimate that Smartsheet has saved us about 30% of our time.**



**Babette Pörtzgen,**  
Front Office Manager at TextielLab

TextielMuseum  TextielLab

**Customer:**

TextielMuseum | TextielLab

**Industry:**

Workshop of the  
TextielMuseum

**Organization Size:**

Emerging and SMB  
(1-199 employees)

**Website:**

<https://textiellab.nl/en/>

**Region:**

EMEA

Based in the TextielMuseum in Tilburg, the Netherlands, TextielLab is both a knowledge institute and a development space. What sets TextielLab apart is the unique opportunity it provides for artists and students to collaborate directly with its product developers, weavers, and knitters. They don't just design textile projects—they work hands-on to bring them to life, making real-time adjustments and gaining invaluable insights from experts at every step. The institute works on projects large and small, serving everyone from emerging students to established artists. “For example, we recently completed a 20-metre-long, 11-metre-wide wall tapestry for the Museum of Modern Art in New York,” shares Babette Pörtzgen, Front Office Manager at TextielLab.

TextielLab initially relied on emails and spreadsheets to manage its diverse projects, often resulting in missed information and confusion. “We manage around 200 projects a year, each with its own unique requirements. That’s why having all the information for every project organised in one central place is absolutely essential to work efficiently,” explains Pörtzgen.

## Molding a solution

Finding an alternative solution was a challenge for TextielLab. The new system needed to be flexible enough to handle the complexity of the institute’s projects. For example, the solution would have to document which machine was assigned to each project and track its unique settings, like yarn tension or chain type. It also needed to track the machine’s availability and schedule everything correctly.

Pörtzgen’s friend suggested Smartsheet as the most flexible option, so TextielLab contacted Smart4B to help set it up. Smart4B had to account for many variables. “TextielLab’s projects involve an extraordinary level of complexity and variety. We had to deeply understand their workflow to build a custom-made solution,” shares Maaik Meijerink, Chief Executive Officer at Smart4B.

## A clear workflow

Everything starts with a “Submit Request” button on TextielLab’s website, where artists and students propose textile projects by uploading sketches and details. Once submitted, a product developer conducts an intake interview to finalise the project details. The request is then reviewed in Smartsheet to ensure it aligns with the lab’s goals. Approved projects are scheduled, with machine availability and developer calendars synced to ensure smooth coordination.

Today, endless email chains and multiple spreadsheet versions are a thing of the past. All the information is concentrated in one place, giving the institute full transparency into its processes. “We can see at a glance the schedule, the number of days allocated to a project, the agreed price, and the steps involved,” adds Pörtzgen.

## More efficiency, less effort

Centralised data is quicker to access, saving TextielLab precious time. “Before having a single platform, it would sometimes take hours to find the right information across many Excel sheets. Now, it’s just a matter



### Use cases

→ Business PMO



### Capabilities

→ Project Management

→ Forms and intake

→ Collaboration

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The Museum’s other departments also benefit from easier access to data. “Previously, marketing employees or curators would call us constantly for updates or requests for information,” shares Pörtzgen. Now, they can access the data directly. Everyone working on a project knows its status in real time.

Comprehensive, 360-degree data keeps TextielLab running efficiently. Scheduling and execution are more accurate, and resources are utilized to their fullest potential. For example, weekly planning sheets help ensure that machines aren’t sitting idle or overbooked. This approach also maintains a balance between availability for young talent, innovative projects and artistic projects, giving each the time and resources they need to sustain TextielLab’s creative mission while maintaining financial stability.

## Exchanging knowledge

TextielLab’s diverse staff have embraced the new solution. “Smartsheet can feel overwhelming at first, especially for those who are used to working with just email or directly on the machines,” shares Pörtzgen. “With practice, they’re becoming Smartsheet specialists. They love how Smartsheet centralises information and streamlines their workflow. It’s great to see them get excited about the insights they can generate.”

Meanwhile, Meijerink has become an expert on textiles. “By now, Maaik knows our processes inside and out,” shares Pörtzgen. “In return, he’s teaching us about technology, with a unique ability to explain everything with remarkable clarity. We’re very happy with the relationship we’ve built with Smart4B.”

## Structure for the sake of creativity

Looking ahead, TextielLab and Smart4B are gradually rolling out a reporting module that will provide valuable insights at the click of a button, such as hours spent on a project or the types of fabrics and techniques used. “We’ve only scratched the surface of Smartsheet’s potential,” says Pörtzgen. “But we’re committed to learning and growing. Our goal is to support our artists’ creativity while maintaining a structured schedule that works for everyone, and technology will be the key to making that happen.”

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