



Zhongli Furniture boosts digital transformation with DesignConcept 3D.

Zhongli Furniture's collaboration with Lectra has enabled the Chinese manufacturer to make significant progress in enhancing product competitiveness, successfully transitioning from an export-driven business strategy to one that focuses on both domestic and overseas sales, and becoming the top player in China's new furniture market.

Challenges

Due to globalization, the European and American markets are demanding ever-greater efficiency and quality of Chinese furniture exports. In China, the rapid growth of e-commerce has brought about higher demand for a wider variety of high-quality, personalized items. The limitations of the Zhongli's current product R&D chain prompted the company to consider a digital upgrade.

Lectra's Response

Zhongli Furniture was able to achieve virtual product design and development with DesignConcept 3D. It enables the R&D and prototyping teams to collaborate on the same platform, synchronize data, and estimate the cost of materials needed before producing a sofa prototype. Once they complete secondary modifications, all the data is simultaneously updated, greatly increasing development efficiency.

Results

Lectra's detailed knowledge of the strategic significance of digital transformation prompted its experts to recommend DesignConcept, a 3D solution for virtual product development and costing that would enable Zhongli Furniture to enhance design and development, meet cost targets, and evaluate design and production feasibility early in the product development process. Lectra's 40 years of industry experience, expert knowledge and service capabilities inspired confidence in Zhongli Furniture.

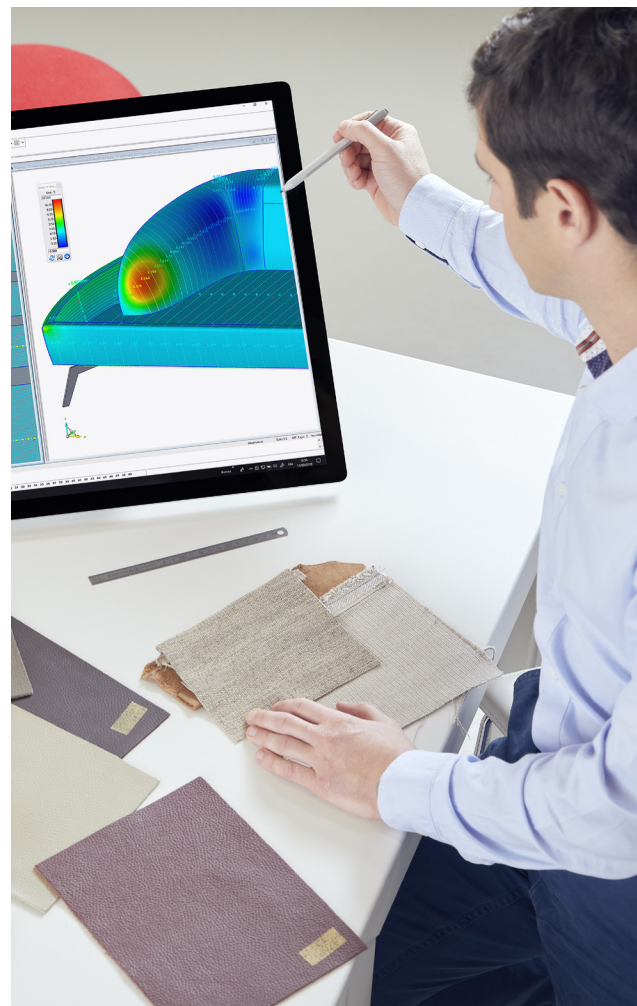
Lectra's Solution

DESIGNCONCEPT

Keeping apace with overseas and domestic markets

Zhongli Furniture was established in 1996. Ninety percent of its furniture is leather. Its furniture is sold in over 100 countries and regions worldwide including the US, UK, Russia, France, Germany, Italy, the Netherlands, Spain, Singapore, the United Arab Emirates, and Australia. Annual sales are 400 million RMB.

With regard to the domestic market, China's economic structure has changed and its overall living standards have improved. In addition, China's real estate has boomed in recent years, ultimately benefiting the furniture consumer market. Zhongli's management team chose to seize this opportunity, aspiring to improve the competitiveness of its exports and, at the same time, expand in the domestic market.





Selecting Lectra, a foolproof path to digital transformation

With economic globalization, European and American markets are demanding ever-greater production efficiency and higher quality of Chinese furniture exports. Therefore, upgrading the traditional furniture export supply chain is critical. Zhongli Furniture realized the advantage of digitalization to enhance export competitiveness.

In China, a flourishing internet economy and increased online shopping has led to demand for higher production quality and more customization compared to the traditional furniture consumption market. Millennials, a powerful consumer group, their demand for customization and their sense of style have brought about new growth opportunities for the furniture industry.

Unlike some businesses that focused on investments in production equipment while neglecting R&D investments, Zhongli Furniture has prioritized R&D. Zhongli's management sees R&D as a decisive advantage. With increased customer demand for new styles and ever-shorter delivery times, the limitations of Zhongli Furniture's current product R&D chain pushed the company to consider a digital transformation in order to enhance overall development efficiency, achieve timely market response, and gain clear understanding of the ever-changing domestic and overseas markets.

From R&D to production, Lectra is the world's leading one-stop solutions supplier, and the ability of Lectra's expert service teams to implement projects is widely recognized in the industry. After careful analysis, investigation, and multi-aspect comparisons, Zhongli Furniture adopted Lectra's DesignConcept 3D solution to achieve a breakthrough in digital transformation.

An unprecedented new experience

With Lectra's DesignConcept 3D, Zhongli Furniture upgraded from traditional 2D modeling to 3D modeling. DesignConcept 3D enables R&D and prototyping personnel to cooperate and synchronize data on the same platform. This has guaranteed the standardization and reliability of R&D data, markedly shortening the product development cycle.

By estimating the required materials, leather, accessories, and labor before making an actual prototype, product development is market-led and adheres to cost targets. There is also greater process visibility.

After Zhongli Furniture adopted DesignConcept 3D, the volume of physical samples and sampling iterations decreased by up to 50%. Unlike the previous, complicated process, changes to product designs can be modified in real time in 3D. A production sample is then made in 2D. Once secondary modifications have been made, all data is simultaneously updated, greatly increasing development efficiency.

The introduction of DesignConcept 3D makes communication smooth and seamless. The close cooperation between the design, product development, and production departments ensures design feasibility and reduces the risk of errors.

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“Using 3D visualization allows us to reduce prototyping costs, makes team communication easier and more accurate, and enables us to estimate product cost early in the design phase. This has played a key role in increasing our market responsiveness.”

**Zhu Haizhan,
Assistant General Manager**

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About Zhongli Furniture

Zhongli Furniture brings together technical R&D, production, sales, and service in a single unit. The company uses an integral industry chain. It has customers in over 100 countries and regions worldwide.

For more information, please visit:

www.zlfurniture.net

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About Lectra

For companies that breathe life into our wardrobes, car interiors, furniture and more, Lectra is crafting the premium technologies that facilitate the digital transformation of their industry. Lectra's offer empowers brands, manufacturers and retailers from design to production, providing them with the market respect and peace of mind they deserve. For more information, please visit www.lectra.com

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