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## **Lectra announces Kaledo® V3**

***Create innovative, fresh prints, knits and wovens with Lectra***

**Paris, May 15, 2012** – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials—is pleased to announce the new release of its Kaledo® textile design suite for creating fresh and innovative prints, knits, and wovens.

Recent shifts in consumer spending habits reflect a more discerning public that has learned to make choices in a challenging economic context. For fashion companies this means finding new ways to stand out through unique design, while also balancing business objectives and production constraints. Lectra's textile design suite was developed to give designers the flexibility to experiment across fabrics and develop captivating collections while meeting business-side challenges.



“Design and innovation are the essential ways companies can stand out from the competition today. The newest version of Kaledo meets the absolutely fundamental need for fast time to market and product quality, while at the same time elevating design to its proper place as a strategic force for brand success,” explains Daniel Harari, Lectra CEO.

Kaledo's newly enhanced yarn shading options give designers control over individual colors in any given yarn, allowing them to develop extremely realistic yarn and fabric simulations. Designers also now have a structured way to share information, which they can then save to capitalize on designs that have been created with custom yarns and patterns. In addition, technical reports are even more powerful, adding new dynamic features that update fabric specifications automatically, eliminating inaccuracy issues.

“Consumers are less convinced by price alone—today they crave something new and something they can value,” says Anastasia Charbin, Marketing Director, Fashion, Lectra. “Demand has intensified for original designs and high quality, which means that fashion companies now face the double challenge of producing rapidly and meeting consumer desires for something unique. Designers need a professional tool that allows them to turn inefficiency into design time.”

Lectra's comprehensive textile suite brings print, weave, and knit design and development together to give designers the tools to balance the art and business of their profession and react with confidence to a relentlessly shifting market.

**About Lectra**

Lectra is the world leader in integrated technology solutions that automate, streamline and accelerate product design, development and manufacturing processes for industries using soft materials. Lectra develops the most advanced specialized software and cutting systems and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags), furniture, as well as a wide variety of other market sectors, such as aeronautical and marine industries, wind power and personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,350 employees and \$287 million in 2011 revenues. The company is listed on NYSE Euronext.

For more information, please visit [www.lectra.com](http://www.lectra.com)

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