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## **Lectra expands its Versalis® offer for leather cutting**

***Thanks to a significant investment in R&D and close collaboration with early adopter customers, Lectra introduces major new developments***

**Paris, April 10, 2014** – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—fabrics, leather, technical textiles and composite materials—demonstrates once again its passion for innovation and its commitment to optimizing the leather manufacturing process. Less than three years after the launch of the first Versalis®, Lectra is pleased to announce an extended range of Versalis, responding to the challenges of leather goods production for fashion, automotive and furniture.



“Lectra invests close to 10% of its revenues each year in R&D. Roughly €15 million of R&D funding was allocated to Versalis alone over the last six years. This decision ensures we integrate the latest technologies into our solution to respond to our customer challenges and help them be more competitive. Permanent innovation is even more crucial now that leather costs keep increasing everyday partly due to scarcity,” said Céline Choussy Bedouet, Marketing Director for Automotive, Furniture, Technical Textiles and Composite Materials, Lectra.

“Optimizing the use of leather is an obsession for Lectra,” says Daniel Harari, Lectra CEO. “Today 25% of car interiors and 40% of upholstered furniture are made of leather, not to mention that the handbag and leather accessory market has the fastest growth in history”.

Versalis now also has the capacity to scan leather and nest the pieces on the hide in separate stages. This innovative process enables “multi-hide” nesting that increases material savings by up to 4%. The new Lectra technology can cut several half hides simultaneously, boosting productivity; and simulate costs prior to the cutting phase.

Lectra’s end-to-end solutions are fully integrated to better fit into the manufacturers’ lean strategy. Based on its 40 years of experience and industry best practices, Lectra has defined a new consulting offer, specifically developed to optimize the leather cutting room and make the product development process more efficient and profitable.

As a result, the productivity of Versalis is the highest ever reached in leather cutting with material consumption reduced by up to 15%, leading to savings that often represent several million dollars, over a 5-year period. Lectra solutions deliver an unmatched return on investment.

The smart technology embedded in Versalis provides Lectra customers with predictive maintenance in order to ensure maximum uptime and performance of the cutting room. It also allows Lectra consultants to collect data and run a comprehensive diagnosis with the aim of sustaining operational efficiency.

“Our customers see Lectra as a strategic partner helping them protect their margins by improving their cutting room organization and performance”, concludes Céline Choussy Bedouet.

### **Discover the new Versalis website**

Reflecting the premium positioning of Versalis, the new website invites visitors to discover the technological advances, industry-specific benefits and high added value behind the Versalis range. Through stunning visuals, customer stories and the latest in website design, users can explore in detail this game-changing solution from Lectra for automated leather cutting.

To visit the site: [www.lectra.com/versalis](http://www.lectra.com/versalis)

### **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 1,400 employees and \$270 million in 2013 revenues. The company is listed on NYSE Euronext.

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

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