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Contact – Lectra Headquarters / Press Dept.: Nathalie Fournier-Christol
Email: n.fournier-christol@lectra.com
Tel.: +33 (0)1 53 64 42 37 – Fax: +33 (0)1 53 64 43 40

Lectra and Walter Wilhelm Associates (WWA) renew their global partnership

Paris, January 18, 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 renewal of its global partnership with Walter Wilhelm Associates (WWA) for a three year period.

“Our customers in the fashion world are increasingly aware of the strategic importance PLM plays and the immediate benefits a fashion and apparel-specific solution can bring to their development process. It is also critically important to find a partner who grasps the subtleties of this industry. With close to forty years of expertise and countless technology implementation projects between us, Lectra and WWA both understand the economic realities and challenges unique to fashion companies. Lectra’s strength—and the strength of our partnership with Walter Wilhelm Associates—lies in an exhaustive knowledge of the tasks essential to apparel development, from design through product development and production,” explains Daniel Harari, Lectra CEO.

Initiated in February 2009, this partnership and its renewal signify how well aligned the Lectra and WWA teams are. In an increasingly mature market focused on achieving greater profitability and reducing time to market, Lectra and WWA have been able to successfully complete a range of PLM initiatives, thanks to their combined expertise in fashion.

Lectra Fashion PLM is the only fashion-specific PLM solution on the market. It combines management tools such as flexible workflow and sourcing functions, tailored to the needs of the fashion sector, with applications and features specific to job roles found in the fashion industry, such as textile and fashion design and product development. The arrival of this break-through technology in today's economy presents an opportunity for apparel companies to look at how they do business, re-assess their priorities and, quite simply, improve how they make what they sell.

“Deploying PLM in an unstable economic context demands quick implementation—often in no more than six months. At every stage of collection development, fashion companies want immediate proof of hard and soft ROI, regardless of whether project implementation is complete. This agile way of working requires knowledgeable process analysis based on industry standards and best practices, which Lectra Fashion PLM incorporates. Thanks to their respective industry experience, Lectra and WWA experts master this methodology,” explains Walter Wilhelm, founder and CEO of Walter Wilhelm Associates.

About Walter Wilhelm Associates

Walter Wilhelm Associates (WWA) is a consultancy firm focused on helping clients streamline their processes. Working with clients who are either distributors or international brands, WWA currently operates in the North American and Central American, European and Asian markets.

For more information, please visit www.walterwilhelmassoc.com

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 the 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 \$252 million in 2010 revenues. The company is listed on NYSE Euronext.

For more information, please visit www.lectra.com