



CUSTOMER SNAPSHOT



“Our company has been using Lectra technology since 1992, in both the design and the production of our garments. For our markers we use the newly launched DiaminoFashion Expert V5R3, making particular use of the automatic marker feature. The new DiaminoFashion Expert V5R3 has enabled us to achieve fabric savings of around 2-5% more than with the V5R2. The new fuse blocks function also means we save time, and we have noticed a clear increase in efficiency.”

Cristina Orlanzo, Head of Marker-Making, Brook Company, SRL, Italy

KEY HIGHLIGHTS

INDUSTRY: Fashion

BROOK COMPANY, SRL

MARKET
Apparel

CHALLENGE
Saving fabric and time while maintaining quality

LECTRA SOLUTION
DiaminoFashion Expert V5R3, part of the Diamino® range.

ENVIRONMENT
Apparel company looking to improve marker-making for more efficient use of materials

Established in 1995, Brook Company, SRL, produces women’s wear for a demanding and discerning clientele. The company employs more than 70 people and, in 2007, achieved revenues of €10,925,000. Their elegant clothing range includes suits, coats, skirts, and trousers.

With more than 30 years’ experience in the textile industry, the firm’s founders built the company on an over-riding principle of quality. The company takes pride in its ability to reconcile the traditional art of tailoring with the use of the latest technologies in their processes.

The firm’s expertise, attention to detail, and commitment to using the finest materials and finishings available have all contributed to the brand’s success. Distributed in outlets worldwide, Brook Company apparel is known for its fashionable designs, wearability, and consistently excellent quality standards.

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ABOUT LECTRA

Lectra is the world leader in integrated technology solutions that automate, streamline, and accelerate product design, development, and manufacturing processes for the soft goods industries. 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), aeronautical, marine, and furniture. Lectra serves 23,000 customers in more than 100 countries with 1,500 employees. The company is listed on Euronext Paris.