



## Jeans specialist DE.M.CO performs all of its cutting internally thanks to Lectra's new VectorDenimMX

### DE.M.CO

"With the VectorDenimMX, we've increased our maximum spread cutting capability from 5 to 6 centimeters, an increase of 20%."

Despite the competition from European and Mediterranean countries like the Ukraine, Turkey, Morocco, Tunisia remains the hot spot for the cutting and assembly of all denim clothing destined for Europe.

Located in Moknine, near Monastir, DE.M.CO is an important denim specialist. Employing 3,500 people at three sites in Tunisia, the group produces 4.5 million articles per year for several dozen major brands such as Pepe Jeans, Quicksilver, and Celio.

"Our production consists of 95% pants and 5% vests, and denim represents 70% of the materials that we use," explains the company's production director. "The products that our customers order are more and more sophisticated, and incorporate more and more innovations and details. Classic jeans with five pockets require little cutting compared with certain garments which have very curvy shapes or specific dimensions."

### CUTTING SYSTEMS THAT ARE UNMATCHED ON THE APPAREL MARKET

In order to adapt itself to the demands of apparel brands, which are themselves subject to the demands of customers who are always more interested in quality and originality at the best price, DE.M.CO acquired a VectorDenimMX automated cutting system from Lectra. This investment adds to the two Lectra cutters that the company had acquired in 2005.

"We chose Lectra for its strong added-value technologies, notably the performance of its cutting systems—unmatched on the market—and the quality of support and consulting that we benefit from thanks to Lectra's presence in Tunisia," affirms DE.M.CO.

Adapted to the specific constraints of this application, the new VectorDenimMX assures exceptional productivity for jeans manufacturers while respecting the high level of quality demanded by denim brands.

**Edge-to-edge cutting allows companies to register significant material savings**



## GREATLY IMPROVED PRODUCTIVITY

DE.M.CO sought to bring all of its cutting in-house. The purchase of the VectorDenimMX will allow the company to streamline its manufacturing processes, and end the need to outsource production during peak periods.

"We do just-in-time manufacturing, and our production varies throughout the year," explains DE.M.CO. "We cut 10,000 pieces per day during the low season, and up to 18,000 in the peak season. Up until now our two cutting systems allowed us to cut a maximum of 10,000 pieces per day. The VectorDenimMX will allow us to meet demand at peak times, thereby avoiding production delays, and will allow us to be even more productive overall."

The speed and precision of VectorDenimMX—which allows edge-to-edge cutting—thus assures unprecedented flexibility in the cutting room, permitting manufacturers to multiply orders while still meeting its deadlines and without consuming raw materials allocated to other orders.

"The VectorDenimMX is capable of cutting thicker layers of even tough fabrics. We've increased our maximum spread cutting capability from five to six centimeters," continues DE.M.CO, "in other words, by 20%."

## MAINTENANCE IN THE SERVICE OF PRODUCTIVITY

Six operators have already been trained to use the new VectorDenimMX cutting system at DE.M.CO.

"After having trained operators who were used to automated cutting, we have designed a training manual and tested it with totally inexperienced operators," continues DE.M.CO's production director. "By following the instructions they were able to very rapidly cut with full autonomy in very little time."

"The operation, the ergonomics and also the accessibility of the VectorDenimMX have been greatly improved, notably in terms of tool sharpening, lubricating, changing of blades, and adjustments, all of which renders the machine very easy to maintain and use, and therefore more productive."

For more information about DE.M.CO: [www.demcointer.com](http://www.demcointer.com)

## VectorDenimMX



### Denim: a highly specific business

The VectorDenimMX provides denimwear producers with exceptional productivity, respecting the high quality tolerances demanded by denim brands for their increasingly innovative and sophisticated products.



## 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, personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,500 employees. The company is listed on Euronext Paris.