

### THE CHALLENGE

Marine furniture maker Signature Seating sought to shorten lead time and lower costs for projects without sacrificing quality.

### LECTRA'S RESPONSE

Lectra's DesignConcept reduced pattern development time from three weeks to three days, while at the same time enabling the company to work with a single vendor.

### RESULTS

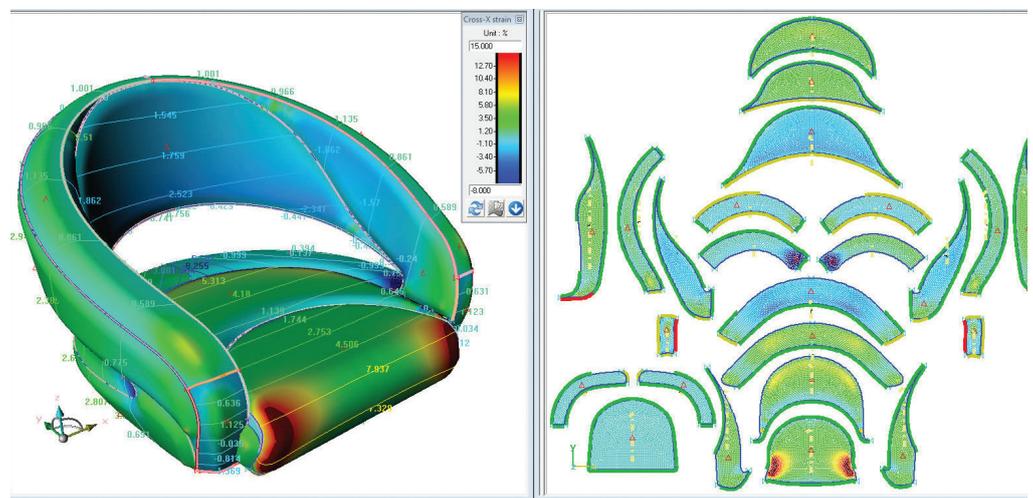
DesignConcept enables faster, more accurate responses to customer specifications and quicker time to market while delivering greater flexibility in product design and costing, as well as enhanced quality.

### LECTRA SOLUTIONS

**DesignConcept**

## Signature Seating Gains a Competitive Edge in the Fast-Paced Marine Furniture Market

**Seeking to streamline their processes for design, patterning and prototyping, the company turned to Lectra's extensive industry expertise to implement a solution enabling a 40% faster time to market.**



### POSITIONING THEIR BUSINESS FOR CONTINUED SUCCESS

Staying ahead of the competition is vital in any industry, which is why shortening engineering lead time is crucial. That's particularly true when bringing new products to market. Recognizing that new technology and increasing competition were propelling the marine furniture industry toward faster delivery times, Signature Seating needed a system to streamline their processes for design, patterning and prototyping while cutting costs.

The company wanted to shift from labor-intensive manual processes to digital design and manufacturing without sacrificing quality and aesthetics. Signature Seating turned to Lectra's extensive industry expertise for a solution flexible enough to meet the company's highly specialized needs.

A Lectra customer for over 10 years, Signature Seating implemented Lectra's comprehensive DesignConcept solution in the aim of positioning the company for continued success in the fast-paced marine furniture market.

## THE SMART WAY TO CREATIVE MANUFACTURING DESIGN

In the marine furniture industry, form necessarily follows function. Customers are therefore accustomed to designs offering both durability and comfort, with high expectations when it comes to aesthetics.

*"We bring a very strong creative design to our customer base," says Rob Roehm, CEO of Signature Seating. "The Lectra design solution allows us to do things in a way I couldn't imagine because there is so much artistry involved."*

Lectra simplifies the technical aspects of design with built-in functionalities like ease analysis, which measures sew lines of adjacent parts and shows a color code on the seam when the ease is within tolerance.

*"If our techs had to hand-draw, they could spend weeks trying to get a line they like," Roehm adds, "whereas with DesignConcept, they can move the line repeatedly until it's perfect—in just minutes."*

By digitally creating pattern sewing documentation, Signature Seating can now easily archive, search, modify and print—saving time and eliminating the risk of misplacing or damaging hand-drawn drafts.

*"Most of what we do today we could not do the old way and be able to keep up with the speed at which things are changing in the industry. Without the Lectra package we're using, we wouldn't be able to compete in the marketplace."*

**Rob Roehm**  
CEO of Signature Seating

## SETTING THE PACE IN A FAST-MOVING INDUSTRY

With Lectra's help, Signature Seating has succeeded in cutting both costs and lead time. Implementation of DesignConcept has enabled the company to show customers virtual prototypes as close to customer specifications as possible.

Lectra's DesignConcept has enabled Signature Seating to reduce their pattern development from three weeks to three days, going from three different suppliers to a single vendor. *"Keeping all the data—both 3D and 2D—under one application has enabled us to respond faster to changes,"* underscores Roehm.

Since that time, and with the support of Lectra's related services and expertise, Signature Seating has increased overall shop speed by 40%, allowing the company to respond to customer needs faster, with greater accuracy and quality, as well as bring new products to market ahead of the competition.

*"Most of what we do today we could not do the old way and be able to keep up with the speed at which things are changing in the industry,"* observes Roehm. *"Without the Lectra package we're using, we wouldn't be able to compete in the marketplace."*

### About Signature Seating

Founded in 1979, Signature Seating is a manufacturer of furniture for freshwater boat manufacturers, primarily pontoon boats. The company runs two manufacturing facilities in Indiana, in the Midwestern United States.



### 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 1,500 employees. The company is listed on Euronext.

[lectra.com](http://lectra.com)