

## Moroso lays the groundwork for market growth with Lectra

The Italian design powerhouse pumps up the cost-efficiency, speed and flexibility of its product development and production processes with the help of Lectra experts and a range of Lectra solutions.

### Challenge

Since 1952, Moroso has been creating sofas, armchairs and accessories whose vibrancy, eccentricity and sophistication are just as suitable to design museums as residential spaces. Moroso wanted to accelerate time to market, and optimize the cost evaluation and industrialization stages without sacrificing their unique design identity.

### Results

Moroso can now assess a model's cost and feasibility at the earliest stages of development, thereby reducing the length and cost of the prototyping process. By modernizing its cutting room with Lectra's leading-edge cutting solutions, Moroso improves production flexibility, increases material savings, and can obtain the data for continual process improvement.

### Lectra's response

Lectra proposed DesignConcept, a virtual prototyping and costing solution, which allows Moroso to incorporate cost targets and evaluate design and production feasibility from the early stages of the product development process. To accelerate its production flow while maintaining quality, Moroso also invested in Lectra's automated leather and fabric cutting solutions, Versalis® and Vector®.

### Lectra solutions

**VERSALIS**Furniture

**VECTOR**Furniture

**DESIGNCONCEPT**

**BRIO**



## The beauty of design

Reconciling Moroso’s artistry and craftsmanship with innovative development and production techniques was fundamental for the company to achieve its goal of expanding its reach into emerging markets and attracting a new generation of consumers.

“Moroso’s challenges were increasing production flexibility and time savings. We liked Lectra’s project approach. They presented themselves not as sellers of machines but as a partner that could enhance the uniqueness of the world of Moroso,” explains Massimo Romanutti, Production Manager.

## Setting the foundation for success

Lectra performed a process mapping, from the designer’s first draft of a project to the cutting room, to understand the company’s priorities. The assessment unearthed two targets: shorten product development time and streamline the cutting room workflow.

Creating a product development process that allowed the company to decrease prototyping time, reduce the number of physical prototypes needed and have a clear idea of production costs from the earliest design stages were key objectives.

Lectra proposed DesignConcept, its virtual prototyping and costing solution. To help product development teams get the most from DesignConcept, Lectra experts conducted product development training and consulting sessions incorporating both theoretical and hands-on work. Using either new models or models in development, the sessions focused on modeling, 3D pattern development, wood structure design, feasibility analysis and how to put it all together for an optimized process.

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**Massimo Romanutti**  
Production Manager

## Staying a cut above the rest

To streamline and accelerate the cutting room process flow, Moroso chose to invest in Versalis (Lectra’s automated leather cutting solution), Vector (the fabric cutting solution) and its associated spreader, Brio. “The changes we have made allow us to respond to increasing demands for variety and modularity in a more timely and efficient manner,” says Massimo.

Teaming up with Lectra to evaluate and revamp its processes allows Moroso to maintain the creative design and innovative ideas that are its signature while managing costs and improving processes. The relationship between the two companies continues to develop as Lectra experts accompany and support Moroso in the continuous improvement of its processes and to respond to current and future challenges.

### About Moroso

*Moroso has been working in close collaboration with some of the world’s most talented designers to produce luxury sofas and seating since 1952.*

*Moroso offers customers its design and production expertise to create customized projects for the contract and luxury residential sectors.*

<http://www.moroso.it>

**The Hive**   
**@LectraOfficial**   
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\* Vector, Versalis and Brio are registered trademarks of Lectra.

### About Lectra

For forward-looking companies that breathe life into our wardrobes, car interiors, furniture and more, Lectra is committed to crafting the premium technologies that facilitate the digital transformation of their industry. Lectra’s offer empowers brands and manufacturers from design to production, providing them with the market respect and peace of mind they deserve. Supporting the furniture industry, Lectra offers CAD software, cutting room solutions and expert services dedicated to upholstered models. Founded in 1973, today Lectra has 32 subsidiaries across the globe, serving customers in over 100 countries. With nearly 1,700 employees, Lectra reported revenues of \$313 million in 2017. Lectra is listed on Euronext (LSS).

