

B&B Italia continues pioneering with Lectra's Versalis offline process

Driven by a passion for industrial innovation that bolsters design creativity and product quality, the contemporary furniture company chose the Versalis offline process to increase productivity, reduce hide consumption and enhance product quality.

The Challenge

B&B Italia was looking to implement a more Lean-oriented process that would increase productivity and efficiency, optimize hide consumption and standardize quality.

Lectra's Response

Lectra proposed the Versalis offline process, which enables the company to optimize the efficiency of each leather-cutting phase, evaluate and record hide quality before cutting, and obtain reliable performance data.

Results

B&B Italia has increased productivity by 30% and reduced hide consumption by 3% using the offline process.

A cutting-edge **company**

Research, innovation and quality are the founding values of B&B Italia. When Piero Ambrogio Busnelli established the company in 1966, he sought to transcend the limits of the traditional methods of upholstered furniture production. He envisioned a company that would merge an industrial, technology-driven approach with an emphasis on design and experimentation.

B&B Italia now distributes its furnishings in 80 countries, through its seven flagship stores, 45 mono-brand stores and a network of 800 specialized outlets. Its dedication to using technology to bolster design creativity and product quality is the driving force behind the company's 50 years of success and its ability to produce distinctive furniture—for both the residential and contract sectors—that anticipates trends and interprets contemporary culture.

Lectra Solution

VERSALISFurniture

Discovering a better way

This appetite for innovation extends to the company's production processes. B&B Italia's desire to find the best way to produce its high quality, contemporary designs led the company to Lectra. The two companies have been collaborating since 1987. B&B Italia sought to change not only their leather-cutting equipment but also their production process in order to boost overall productivity, increase efficiency and standardize quality. However, these changes had to coalesce with the elements of their process that would remain in place.

"A very knowledgeable Lectra team stepped in to help us analyze each step of our process, from hide selection to offloading, and identify the non-value added activities. The team immersed themselves in our reality, understood our needs and proposed a solution that adhered to B&B Italia's mission of providing the highest quality products to our customers," explains Marco Piantoni, Plant Director.

Advantages of an offline process

Following this analysis, Lectra recommended the Versalis offline solution. In the offline process, operators perform nesting, hide management, and cutting activities in parallel, at separate workstations. Each stage is optimized to obtain the best results in terms of flow, efficiency and quality.

"Separating the flaw identification phase from the cutting phase allows us to carefully choose the hides that comply with our quality standards without impacting cutting time. As a result, we can make significant gains in productivity and quality," says Marco Piantoni.

Using this process marked a significant departure from B&B Italia's previous process. To avoid disruption to production, Lectra experts helped the company prepare for the arrival of their new solutions. Operator training, assignment of leather quality zones, data collection and sharing of best practices were done with the arrival of the digitizing station. Once the Versalis system arrived, the only thing left to do was plug it in and begin.

Preserving brand DNA

With their new offline process, B&B Italia has gained the flexibility to implement changes into the process during cutting, reduced lead time and gained a reliable source of data with which to measure performance. "After five months of using the offline process, we increased productivity by 30% and reduced material consumption by 3%," says Marco.

The benefits are also qualitative. "The offline process aligns with B&B Italia's mission to provide its customers with the highest quality products. We can digitize hides immediately after reception, record the readings and give prompt feedback about hide quality to the supplier," says Marco.

This information is also used to improve the nesting process. Instead of nesting pieces on a hide-by-hide basis, multi-hide nesting software tests combinations of hides in the same work order to find the "winning combination".

"Lectra and B&B Italia share the same commitment to innovation, in products and processes. We consider Lectra an important partner. One that helps us understand how to improve the way we cut," states Marco.

"Once again, we are the first in Italy to use cutting-edge technology to have a better quality product," concludes Giorgio Busnelli, CEO.

"With the new Versalis, the hide verification and offline nesting phases have improved speed and hide yield. The workflow is smoother and we have reached a high level of efficiency."

Antonio Granieri,
Leather cutting room manager

About B&B Italia

B&B Italia is an internationally renowned Italian company in the design furniture sector. The company's success is built on its ability to represent contemporary culture, recognize and anticipate trends and respond to changes in taste and lifestyles. Its focus on research and innovation is reflected in distinctive residential and contract furniture that represents a fundamental segment of the history of Italian design due to the unique combination of creativity, innovation and industrial capabilities used to create timeless products.



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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 more than 1,700 employees, Lectra reported revenues of \$313 million in 2017. Lectra is listed on Euronext (LSS).

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