



DeRucci accelerates its entry into the Industry 4.0 age with Lectra's 3D virtual prototyping and smart leather cutting technology.

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In order to better meet consumers' needs for customization of sleep products and achieve flexible digital manufacturing processes, DeRucci selected DesignConcept, Lectra's 3D virtual prototyping and development solution, as well as the Versalis® leather cutting solution.

Challenges

DeRucci focuses on the custom bedding market and offering a superior customer experience. In order to provide consumers with a better customer experience, it has adopted a manufacturer-direct business model, dealing directly with consumers. The complete customization of the made-to-order market means that product demand is highly varied and unpredictable, with an extremely fast pace of change. **DeRucci** needed to enhance the production flexibility in order to accelerate responsiveness to consumer demands for customization, keep up with changing market trends, and increase product quality.

Lectra's Response

DesignConcept 3D enables virtual design and development of products. It has enabled R&D and prototyping staff to cooperate on the same platform, synchronize data, and estimate the cost of materials needed before modeling an actual product. Once they enter the secondary revision, all data is simultaneously updated, greatly increasing development efficiency.

The Versalis® leather cutting solution can precisely cut all types of leather, and is markedly superior in terms of production efficiency, connectivity, cutting quality and ease of use.



Lectra's Solution

DESIGNCONCEPT VERSALIS®

Results

By choosing both the **DesignConcept** and **Versalis®** solutions, **DeRucci** can produce according to customer demands, implement a nimble and flexible supply chain, save a great deal of time, and achieve superlative product quality. In addition, the supporting software package for **Versalis** enables **DeRucci** to digitally collect critical production data such as leather consumption and production performance. Because it is no longer dependent on subjective interpretations and inconsistent reports, **DeRucci** has been able to more accurately evaluate its overall cutting processes in the production process.

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With its powerful capabilities in automation and digitalization, we trust Lectra's Industry 4.0-compatible technology. Lectra's proven expertise and comprehensive solutions are playing an important part in our smart manufacturing transformation process.

Yao Jiqing
President, DeRucci

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Strategic vision and Made in China 2025

DeRucci was established in 2004 in Dongguan, China, and currently has over 4000 specialty stores worldwide, in over 20 countries and regions, including Australia, the USA, Italy, and Canada. The company provides customers with high-quality, high-tech bedding, fusing contemporary European design concepts with the latest ergonomic technology.

In accordance with its strategic vision of the industry and the “Made in China 2025” program, DeRucci hopes to improve its entire manufacturing process from product development to production through innovation-driven development and cutting technologies, and thereby have the ability to adapt to and quickly respond to market demand. This will make it easier to satisfy users' ever-increasing consumer demands.



A Custom-tailored Healthy Sleep System

When it was first established, DeRucci's innovative business model of a "custom-tailored healthy sleep system" revolutionized the traditional bedding industry. DeRucci provides scientific and intelligent healthy sleep solutions for consumers through the integration of superior healthy sleep resources, and at the same time promotes the development and progress of the sleep industry as a whole.

The 6th-generation T9 healthy sleep system uses cutting-edge artificial intelligence technology to collect physical data and information such as body height and weight in real time. It also tracks sleep data and automates big-data analysis of the data every night, allowing users to easily obtain daily sleep reports from an app and achieve individually customized sleep.



Making the **leap** from “manufacturing” to “**smart manufacturing**”

DeRucci strives to automate and digitize its business processes in order to improve quality, save energy, reduce consumption, improve competitiveness, and better serve consumer demand for sleep products. Having recognized the obvious superiority of smart factories in terms of customization capability, product quality, and efficiency, DeRucci has invested in industry 4.0-compatible technologies such as DesignConcept and Versalis.

With DesignConcept 3D, DeRucci upgraded its traditional 2D modeling to 3D modeling, greatly reducing the quantity of physical prototypes and iterations. Non-standard modeling and nesting based on standard specifications is quicker, and product data is more consistent. DesignConcept 3D enables DeRucci to ensure design feasibility and reduce the risk of errors through close cooperation between design, product development, and production departments.

The Versalis leather cutting solution -which covers the entire process, from leather scanning and automated nesting to digitized cutting and offloading- fully satisfies industry demand for leather cutting flexibility, quality, performance, and production capacity. Compared to previous traditional manual working methods, cutting data is clear and traceable. Automated nesting greatly increases responsiveness and allows companies to more quickly satisfy customer's customization demands. In addition, leather consumption can be reduced by up to 5% or more.

The digitization of the entire process from development to leather cutting has helped DeRucci make the leap from “manufacturing” to “smart manufacturing”.



About DeRucci Bedding Co., Ltd.

DeRucci is an integrator of healthy sleep resources and dedicated to research on healthy human sleep. It is engaged in the R&D, production, and marketing of complete healthy sleep solutions. Following many years of achievements, DeRucci was recognized by the State Administration for Industry and Commerce of the People's Republic of China as a "Famous Trademark of China".

For more information, please visit:
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About Lectra

For companies that breathe life into our wardrobes, car interiors, furniture and more, Lectra is crafting the premium technologies that facilitate the digital transformation of their industry. Lectra's offer empowers brands, manufacturers and retailers from design to production, providing them with the market respect and peace of mind they deserve. For more information, please visit www.lectra.com

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