

MILLENNIALS: THE MADE TO ORDER GENERATION

Born between **1980-2000**

2 billion of the world's population¹

First generation of **digital natives**

Only **6.5%** are brand loyal²

Looking for **personal style**

Want **instant results**

\$2.5 trillion Millennials' global, combined spending power³



WHAT DO THEY WANT IN FURNITURE?

MILLENNIALS PLACE A PREMIUM ON **AUTHENTICITY, SELF-EXPRESSION AND PERSONALIZATION**.
THEY **AREN'T WILLING TO WAIT** A LONG TIME FOR NEW FURNITURE **OR COMPROMISE ON THEIR QUALITY STANDARDS**.



40% of 25-34 year olds want home furnishings that reflect their personal style, compared to 27% of general population⁴



Almost **50%** of millennial online buyers expect delivery within 1-2 weeks⁵

CUSTOMIZATION IS CROSSING BOUNDARIES

Millennials are helping push mass customization from the realm of early adopters to the mainstream market.



¹A.T. Kearney

²Capital Ideas

³Forbes

⁴Women's Marketing

⁵Fung Global Retail & Tech

⁶HKTDC Research

⁷Deloitte

⁸Furniture Today

MADE-TO-ORDER MADE EASY

Quenching consumers' thirst for customized furnishings doesn't have to mean sacrificing production efficiency, speed and profitability.

Lectra's new Cutting Room 4.0 for Made-to-Order Production overcomes the limitations of current manufacturing processes for customized furniture. **With the Cutting Room 4.0 for Made-to-Order Production, you can manage the manufacturing of multiple variants, modules, materials, and models with ease.**

CUSTOMIZATION CHALLENGES



CUTTING ROOM 4.0 RESPONSES

ORDER PROCESSING & SCHEDULING

No two orders are the same. ◀

▶ **Optimize production planning** with automated prioritization and grouping of orders.

Increased variety leads to higher risk of error. ◀

▶ **Digitalized data exchanges** between the ERP system and the cutting room.

Limited visibility on order status. ◀

▶ **360°, real-time visibility** on order status.

FROM ORDERS TO CUTTING LINE

Provide **greater variety of material choices**, even customer's own. ◀

▶ **Digitally index and access each fabric's characteristics** to automate & standardize cut preparation.

Inefficient allocation of machine use. ◀

▶ **Orders automatically sent** to next available cutting line.

Lack of connectivity across cutting room. ◀

▶ **Platform-based solution** automatically synchronizes all cutting room solutions and ensures **data consistency**.

CUTTING LINE

High unit product cost. ◀

▶ **Efficient cost per piece** with optimized running cost.

Shorter lead times. ◀

▶ **Spread, scan and cut simultaneously.**

Difficulty finding and retaining qualified workers. ◀

▶ **Maximized comfort and assistance for operators** to ensure **rapid acceptance and optimum solution usage.**

About Lectra

Lectra is the world leader in integrated technology solutions (software, automated cutting equipment, and associated services) specifically designed for industries using fabrics, leather, technical textiles, and composite materials to manufacture their products. It serves major world markets: fashion and apparel, automotive, and furniture as well as a broad array of other industries. Lectra's solutions, specific to each market, enable customers to automate and optimize product design, development, and manufacturing. With more than 1,600 employees, Lectra has developed privileged relationships with prestigious customers in more than 100 countries, contributing to their operational excellence. The company is listed on Euronext.

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