



Poltrona Frau

bolsters its handcrafted workmanship with Lectra digital cutting technology Versalis and Vector

Poltrona Frau, founded in 1912, in Turin Italy, is steadfast in continuously improving on its strong heritage of elite craftsmanship and high-quality standards to maintain its iconic status as masters of Italian furniture design. World renowned for skilled workmanship and the timeless beauty of their products, Poltrona Frau is facing a challenge unique to the world of luxury furniture manufacturers: How to enhance their existing culture of handcrafted expertise with digital technology to increase their production speed and efficiency.

The century-old company understands that its longevity and success is dependent on the ongoing effort to improve production processes while maintaining an “only one of its kind” brand identity that expertly designs high-quality leather furniture with skill and efficiency. Nicola Coropulis, CEO of Poltrona Frau, is pleased with the

Lectra partnership and how Lectra’s premium solutions—Versalis and Vector—align with their company’s values and empowers Poltrona Frau to find innovative ways of complementing their manufacturing proficiency with the latest technological advances shaping the digital future of furniture.

Worldwide, high-end furniture brands are responding to the rise of global competition and changing consumer demand with a new strategic objective, to increase their production speed and output without compromising on the elegance, comfort and luxury quality of their products. Poltrona Frau is taking the lead in meeting this challenge by working in collaboration with Lectra to bolster its skillful workmanship with the latest advances in digital cutting technology.



Innovation

Embracing the latest cutting room innovations is enabling Poltrona Frau to maximize control of their cutting processes. By automating critical tasks to eliminate human errors and the costs that mistakes can pose on their production time and quality assurance efforts, Poltrona Frau is able to stay a step ahead of their competition in delivering their furniture faster.

Nicola Coropulis, commenting on how Lectra is enabling his company to operate with greater agility and reduce labor-intensive stages in their production process, says, “By eliminating paper patterns and updating changes to our cutting lines, in real-time, we gain the ability to redirect our operators to higher-value tasks and decrease the time needed to produce the same luxury-quality furniture that our discerning customers have come to expect from us.”

Efficiency

Luxury furniture manufactures, working with rare and expensive materials, are constantly seeking to gain material savings to help protect their margins. The efficiency, speed and precision of the Versalis leather cutting solution enables Poltrona Frau to achieve a 3% improvement on hide yields and the transition from cutting fabric by hand to using the Vector fabric cutting solution for mass-production, has helped the company gain an increase of nearly 30% in their overall productivity.

Giovanni Maiolo, Poltrona Frau’s Director of Interiors in Motion Division, says, “With Lectra technology we are able to avoid human error and achieve a very high level of product standardization. The tool gives us the ability to identify the highest quality sections of the hides and associate these unmarred sections with specific cutting patterns. As a result, we make significant improvements in our ability to make more products with less material waste and error.”

The decision to optimize their cutting room ensures that only the best quality zones of the hides are selected for the most visible parts of their furniture. By improving their product standardization, Poltrona Frau reduces their lead-time and increases their leather production capacity by nearly 10%.

Speed

Increasing production speed becomes a competitive advantage for furniture manufacturers seeking to serve customers accustomed to having products delivered at the speed of Amazon. Reducing the time between initial order and final delivery puts strain on the production process, demanding that luxury furniture manufacturers find innovative ways to accelerate their workflow and streamline their scanning, cutting and nesting stages to meet fast approaching deadlines.

“The Lectra solution,” says Giovanni Maiolo, “gives us the ability to optimize nesting on multiple production batches. We are no longer limited to nesting individual pieces on the hide selected for cutting. In addition, when cutting fabric, we are able to perform our nesting operations, using Diamino software, at the same time that we are cutting. This functionality enables us to produce faster and increase our overall production capacity.”

Partnership

Collaboration is key in finding new solutions to productivity challenges. Luxury furniture companies wanting to continuously improve the quality of their products and exceed customer expectations will pursue innovation partnerships with organizations that are open to sharing and receiving information for the mutual benefit of both organizations and the industry at large.



Lectra is proud to work with Poltrona Frau to build-on and enhance its already enormous skills and artisanship in leather processing. The Lectra product engineers made great strides to bring the latest advances in digital technology to the collaboration with Poltrona Frau

and the results show that by leveraging the combined strengths of this business partnership, both companies can achieve and sustain higher levels of operational performance.

CEO of Poltrona Frau, Nicola Coropulis, says, “Poltrona Frau has a solid relationship with Lectra. We share and exchange information and ideas to find innovative ways to complement our manufacturing expertise with Lectra’s technological know-how. The successful results of our relationship gives us confidence that we will continue our business and technology partnership over time.”





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