

Zanotta



CUSTOMER STORY

LECTRA®

ZANOTTA OPTIMIZES PRODUCTION TIME AND OPERATOR COMFORT WITH FURNITURE ON DEMAND BY LECTRA

Furniture On Demand's connected, automated production process enables the renowned Italian furniture company to improve fabric use and cutting cycle time by 35% while increasing operator satisfaction.



zanotta:

The challenge

The history of Italian design couldn't be written without mentioning Zanotta. However, the iconic brand wanted to invest in new technology in order to bring its cutting room into the future.

The company was especially interested in standardizing and improving visibility over the entire production process.

Lectra's reponse

After evaluation of Zanotta's production process, Lectra proposed Furniture On Demand by Lectra. Furniture On Demand by Lectra is Lectra's connected, single-ply fabric cutting solution. **Connectivity between the company's IT system and the digital cutting platform enables complete visibility over the production process.** Maximum automation, from order preparation to cutting, allows Zanotta to allocate employees to high added-value tasks and ensures process uniformity.

Lectra solution

FURNITURE ON DEMAND
by LECTRA

Results

Increased automation has allowed Zanotta to reallocate 50% of its operators to more value-added tasks. The company has also been able to optimize fabric use and cutting cycle time by 35%.

The flexibility of the solution allows them to manage orders that are very different from each other, both in terms of volumes and delivery times, in parallel.

01

BIRTH OF AN ICON



Innovation is the cornerstone of Zanotta's success. At its founding in 1954, the company specialized in the production of traditional upholstered furniture. However, by the early 1960s, it had established a reputation for modern design and begun commissioning avant-garde works by designers such as Achille and Pier Giacomo Castiglioni, and Gae Aulenti. The brand built its reputation on **iconic pieces of Italian design** with products like the Sacco beanbag chair and Blow, the first mass-produced inflatable chair. During its 67 years of existence, the company has created an astonishing 550 designs and been awarded four Compasso d'Oro, the most recent in 2020.

While one-fifth of its designs are displayed in the permanent collections of 53 museums around the world, Zanotta's pieces are equally well suited to everyday life. **The company wants its products to become a part of its customers' life stories.**

"Zanotta makes furniture for individuals. Our goal is to communicate with people by telling a story in which everyone can find their individuality."

Giuliano Mosconi
President and CEO of Zanotta

02

CONTINUED NEED FOR INNOVATION



Zanotta's 90 employees, half of whom are skilled artisans, produce the brand's iconic designs in its 16,000-square-meter Nova Milanese factory. To optimize fabric use and processing time, Zanotta combines orders as much as possible. However, the actual production process is not as efficient or standardized as it could be. In addition, monitoring and analyzing product progress one to two weeks after production launch was highly inefficient, even with the help of the management software.

The company wanted to overhaul its cutting room with the goal of creating information synergies between the cutting room and the management software in order to reduce production times and minimize the risk of error.



03

THE PATH TO PROGRESS

Finding a partner to help them with their cutting room overhaul was an easy choice for Zanotta. **“We based our choice on trust. We have been working with Lectra for more than 20 years and we have never felt like a number on a list; we collaborate as partners working on common technological growth and development”** states Mosconi.

Lectra’s focus on developing 4.0-ready solutions was another factor in Zanotta’s choice. “Working with an Industry 4.0 leader ensures that our processes are always up-to-date. It also shows the market that we are not content to sit on our laurels; we always want to stay one step ahead,” explains Mosconi.

The first step was a joint analysis of Zanotta’s processes and needs to determine which solution would bring the desired benefits. Zanotta also attended Lectra events in Milan and visited Lectra’s industrial headquarters in Bordeaux, where Lectra explained the advantages and countless possibilities new, advanced production technology would have on Zanotta’s manufacturing processes. In the end, Zanotta chose **Furniture On Demand by Lectra**.

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Giuliano Mosconi
President and CEO

04

FURNITURE ON DEMAND AND ZANOTTA

Only a year after implementation, Zanotta has already gained significant benefits from Furniture On Demand. “The highly precise cut has helped us improve quality and, due to the ease of sewing, it has also allowed us to speed up production. **We have reduced fabric waste and production cycle times by 35%,”** says Marco Marta, Operations Manager.

Connectivity between Furniture On Demand’s cutting platform and the company’s IT system makes monitoring the production process much easier. “Operators have the ability to manage the various orders differently, by considering a production forecast of several weeks, which is ideal for our organization. In this way, **we are able to maintain visibility on all stages of the process by distributing the work equally across all departments up to sewing,**” explains Marta.

Implementation of Furniture On Demand has also been a positive change for the operators. Process automation, from order processing to cutting order generation through to cutting, has enabled the company to move half of its operators away from manual tasks and allocated them to more interesting, high value-added activities. “The new process and the new technology have been great motivators for the operators.

We’ve noticed that they are more proactive, more willing to question themselves, and show a desire to grow as employees and for the company to grow. Furniture On Demand has created a more stimulating work environment for our employees,” says Marta.

In fact, the introduction of Furniture On Demand has had a positive impact on teams across several departments beyond the cutting room. The prototyping department is now able to significantly reduce the time between the development and cutting stages. The technical office can now directly develop and industrialize production after the prototyping phase. And the sewing department is able to produce more work—due to the faster cycle times—with fewer errors.

“Today, Zanotta uses the most advanced technology available to ensure the necessary industrialization of the company while preserving the creativity and beauty of its products.”

Giuliano Mosconi
President and CEO

ABOUT

FURNITURE ON DEMAND

by LECTRA

Furniture On Demand by Lectra comprises Lectra’s Digital Cutting Platform and single-ply fabric cutting solution Virga. It’s a turnkey solution that automates on-demand production right from order reception to cut piece. This disruptive offer gives furniture companies a 360°-view of the entire on-demand process from small series to one-off production runs.

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