

INTERVIEW

Zhongli chooses to serve as a pilot site for DesignConcept V5R1

The Chinese furniture company shares its views on the new version of DesignConcept



Jason Zhu
Vice President of Zhongli
and General Manager,
Halo Collections

Since its implementation, DesignConcept has become an integral part of Zhongli's development process. Last year, the Chinese furniture company developed a significant part of their new models using DesignConcept. **This virtual prototyping and product development solution has enabled Zhongli to reduce development time and the number of necessary physical prototypes.**

Therefore, when Lectra asked the Zhongli team if they would be willing to act as a pilot site for the new version of DesignConcept—DesignConcept V5R1—and explained the additional gains they would obtain, the answer was an enthusiastic yes.

"We consider it an honor that Lectra chose us as a pilot site for the latest version of DesignConcept. We have been working together since 2018 and we consider our companies to be loyal, long-term partners in technological development,"

Jason Zhu

Vice President of Zhongli and
General Manager, Halo Collections

Why serve as a pilot site?

Mr. Zhu goes on to explain that, "One of the reasons we like working with Lectra is its focus on continuous improvement. With software, there are always going to be challenges and a never-ending need for improvement. Working with Lectra on this pilot project helped us solve some of the technical issues we had before."

For KunPeng Li, the Product Development Manager and a DesignConcept user, **"Serving as a pilot site for the latest version of DesignConcept enables us to work even more closely with Lectra experts to get more recommendations and suggestions on how to optimize our use of the solution and master the new features."**

Throughout the duration of the pilot test at Zhongli, Lectra provided the Zhongli users with onsite, online and video conference training sessions to ensure had all the information they needed to learn the new features.

What are the benefits of the new version of DesignConcept?

Using the previous version of DesignConcept enabled Zhongli to accelerate its product development process by enabling users to work together on the same platform and generate standardized, reliable design data. The latest version of DesignConcept provides an improved 3D to 2D pattern update process and definition of 3D/2D pattern characteristics, which are just two of the changes made to the software that will help Zhongli boost productivity and accelerate time to market.

For Mr. Li, the timesaving features are the greatest value of the new version. **"Keeping development time to a minimum is essential for us. The new version of DesignConcept allows us to save even more time than with the previous version,"** he states.

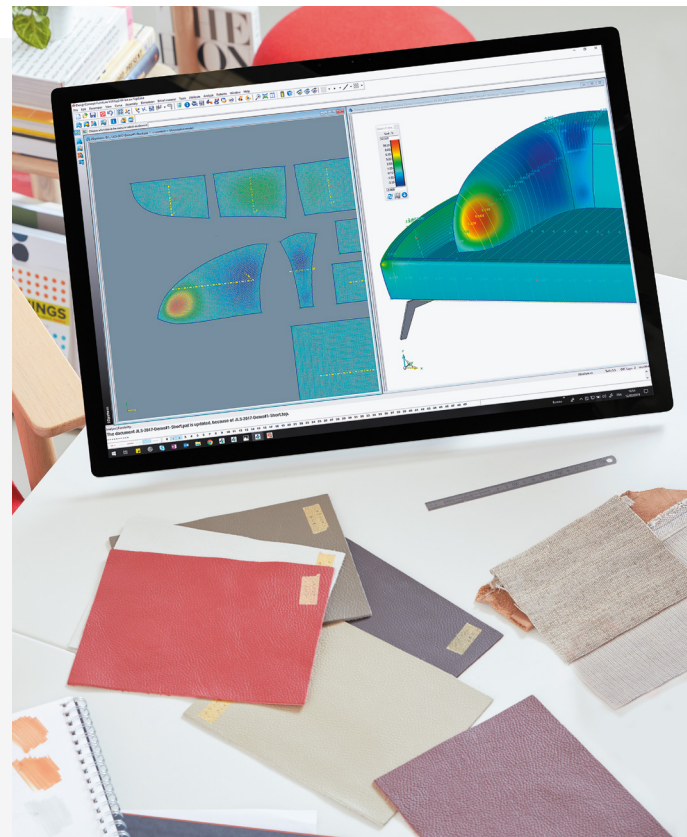
What are the next steps?

Moving forward, "Our design teams would like to continue improving 3D prototyping efficiency using DesignConcept and with support from Lectra," explains Mr. Li.

For Mr. Zhu, the new version of DesignConcept could be an asset in helping the company achieve its business goals. "The company's goal this year is to grow by 30%. To do this, we need to increase the number of products we develop and improve the efficiency of product development. Implementing DesignConcept has already helped us improve product development efficiency so we considering purchasing additional DesignConcept licenses," he explains.

Both men are certain that they would recommend DesignConcept to other furniture manufacturing companies. **"It isn't always easy for Chinese furniture companies to acquire the necessary technology for transformation but I can definitely recommend DesignConcept as a good solution to have,"** says Mr. Zhu.

"DesignConcept 3D is a good software solution and we would recommend it. It will also help to build the conversation with the product development experts in this industry," concludes Mr. Li.



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