# Jakobsen Home

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# JAKOBSEN HOME READY TO CAPITALIZE ON GROWTH OPPORTUNITIES WITH **FURNITURE ON DEMAND**

*by* **LECTRA**

Jakobsen Home was founded in 2006 by two Danes with a desire to carry on the traditions of Danish design. Since then, it has grown to a company of almost 300 employees and now sells to consumers throughout Northern and Western Europe. **The brand is committed to offering its customers with a wide variety of furniture types**, fabrics and leathers with which to mix and match, to create the perfect furniture for them.

## The Challenge

Over the past few years, the company has been investing in digitalizing their processes in the spirit of continuous improvement and to enable them to seize growth opportunities. **They were looking for a production solution that would integrate seamlessly with all of their new IT systems**. As a Lectra customer for over 10 years, executives at Jakobsen Home knew that they could count on Lectra to provide them with an innovative technology solution as well as support from Lectra's experts.

## Lectra's response

Lectra suggested its single-ply Furniture On Demand solution. By implementing Furniture On Demand into their production workflow, **Jakobsen Home benefits from the most advanced Industry 4.0 technology**. It provides the company with the IT system connectivity they desire and the agility to produce customized furniture their customers want.

## Results

Jakobsen Home was able to easily connect Furniture On Demand to its new ERP and MES systems as well as the warehouse roll management system. **This has allowed the company to automate and streamline its processes as well as reduce fabric waste**. It has also helped them retain and recruit employees.

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# JAKOBSEN HOME.

Jakobsen Home is able to master the entire furniture production process, **from conception to final product**, by working with in-house as well as select external designers and manufacturing in their own factory. This allows the company to create a wide range of models--**using over 500 different textiles and leathers**--that are thoroughly tested for functionality, comfort and durability. Mixing and matching all of the different types of textiles, along with different furniture types, is Jakobsen Home's specialty.

As with many other companies in the industry, Jakobsen Home recognizes that, while manual techniques are an integral part of furniture manufacturing, digitalizing those processes that can **be automated is key to surviving in the current climate**. Although instability linked to ongoing supply chain issues has put a slight damper on short-term prospects, Esben Jakobsen, the CEO of Jakobsen Home is confident that prospects for the future are still positive. The Danish brand chose Furniture On Demand to help them weather this uncertainty and still take advantage of growth opportunities.

## CONNECTIVITY, SUSTAINABILITY AND EMPLOYEE SATISFACTION WITH FURNITURE ON DEMAND
*by* LECTRA

Over the last four to five years, Jakobsen Home has invested significantly in new ERP, MES and other IT systems. They were in search of a **production solution that would integrate with all of their IT systems**.

Seamless connectivity between the Furniture On Demand digital platform and Jakobsen Home's IT systems enable the brand to **streamline processes and optimize resources**. "Integration between Furniture On Demand and our ERP and MES systems is easy. It's also possible to integrate our warehouse roll management system so that we get better fabric utilization," says Esben.

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## STRONG RELATIONSHIPS ENSURE SUCCESS

Implementing new technology can be a daunting process, which is **why it's critical to work with the right technology partner**. "Having such a positive experience required two things: the Lectra team and the project plan. The combination of these two things helped us achieve very good outcomes in a very short time. We were already back to our normal production within two weeks," states Martina.

**Lectra's focus on customer support and expertise has been an important factor** in the strength of the relationship between the two companies. "Lectra is a good listener; they listen to the customer voice. And post-solution implementation support is very good," affirms Esben.

End-of-roll optimization capabilities are key in helping Jakobsen Home **reduce material waste and achieve their sustainability goals**. Digital roll management enables the company to mix products and optimize nesting even when they cut one order on several rolls. **The smart cutting solution detects end-of-fabric rolls and re-nests remaining pieces, while cutting, to minimize end loses**. "With Furniture On Demand we can nest several different cuts together which enables us to achieve significant annual savings on material. We use around 350,000-400,000 meters of fabric every year. Reducing fabric waste by even 1% represents enormous savings," explains Esben.

In an industry where skilled labor is becoming harder to find, **Furniture On Demand has also made it easier for Jakobsen Home to retain and recruit workers**. The solution was designed with operator well-being in mind. "Regarding existing employees, it's very important that they feel they have an interesting workplace. That means more knowledge, better training, more flexibility and less stress. New employees are integrated into the production process faster, with less stress and, in just a short time, they know what they're supposed to be doing." explains Martina Keketyova, Chief Information Officer

## 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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