

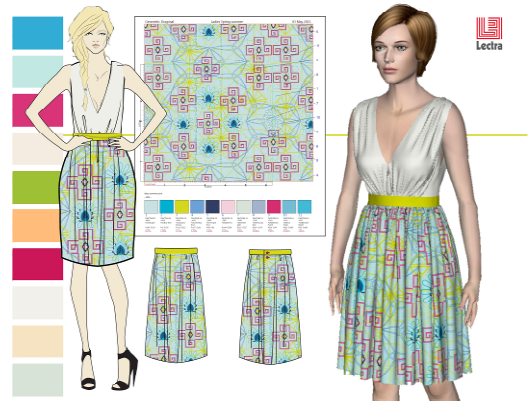
Contact – Lectra Headquarters / Press Dept.: Nathalie Fournier-Christol  
Email: [n.fournier-christol@lectra.com](mailto:n.fournier-christol@lectra.com)  
Tel.: +33 (0)1 53 64 42 37 – Fax: +33 (0)1 53 64 43 40

## Lectra meets design challenges with Kaledo® V3R3

*Lectra harmonizes communication for designers to ensure design integrity*

Paris, May 16, 2013 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—fabrics, leather, technical textiles and composite materials—is pleased to announce Kaledo® V3R3, the latest release of its textile design suite.

Fashion companies experience daily pressure to produce unique styles in line with consumer expectations, collection after collection, season after season. “They need to find the right balance between creativity and fast production,” comments Daniel Harari, Lectra CEO. “With the added pressure of cost constraints, finding a design solution to secure creative ideas, while accelerating the workflow is critical to keep pace with the shifting fashion environment.”



With these issues in mind, Lectra continues to develop solutions that support design. The new release of its textile design suite, Kaledo V3R3 is the latest in a series of evolutions. “Listening to our customers and understanding their needs and challenges are key to the evolution of our design solutions,” says Anastasia Charbin, Fashion Marketing Director, Lectra.

Because each designer’s way of working is unique, Kaledo V3R3 offers customers a flexible and reliable solution to better meet their challenges with a wider range of creative tools, and improved usability for speed, control and accuracy. “This latest evolution of Kaledo was developed hand in hand with some of our most innovative design accounts. They very graciously worked with us in an advisory approach. A considerable amount of field-testing was also involved,” adds Anastasia Charbin.

### **Working better and faster thanks to an enhanced design solution**

Producing technically and visually accurate designs is also a challenge. With a newly enhanced color palette and advanced colorway tools, Lectra’s latest Kaledo release allows designers to create and manage colorways more effectively on printed, woven or knitted fabrics, while ensuring accuracy from start to finish. Kaledo also encourages designers to improve workflow and retain better control over their designs.

Harmonizing the way the fabric designs are prepared for communication to partners and suppliers is fundamental to sharing clear, concise data. “Information is reported in an intuitive and visual way that allows teams to communicate among themselves but also with suppliers for realistic fabrics with a minimum of error and reduced frequency of wasted samples,” says Anastasia Charbin.

Lectra’s new Kaledo release meets design challenges by providing fashion companies an enhanced design solution while drastically reducing time and cost constraints.

## About Lectra

Lectra is the world leader in integrated technology solutions that automate, streamline and accelerate product design, development and manufacturing processes for industries using soft materials. Lectra develops the most advanced specialized software and cutting systems and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags), furniture, as well as a wide variety of other market sectors, such as aeronautical and marine industries, wind power and personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,350 employees and \$256 million in 2012 revenues. The company is listed on NYSE Euronext.

For more information, please visit [www.lectra.com](http://www.lectra.com)

© Kaledo is a registered trademark of Lectra.