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Duvivier Productions selects Versalis® to increase its production and competitiveness

***The leading French contemporary sofa maker adopts Lectra's solutions
to improve its productivity and pursue its development***

Paris, July 10, 2014 – 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 that Duvivier Productions has reaffirmed its trust in Lectra by choosing the Versalis® solution to increase its leather cutting production and support its business development strategy.

For the last several years, the manufacturer has been using Lectra solutions for the design and development of its models, as well as for leather and fabric cutting. With this new acquisition, it now has an integrated solution, spanning leather identification and analysis to cutting, and including automated market making and material cost analysis.



The company, with 90 employees and annual revenues of €11 million, designs, develops and manufactures high-end sofas, seats and contemporary leather furniture. It started out as a saddler in 1840, but its modern day history began in 1989 with the creation of the Canapé Duvivier brand name. At that time, the group committed itself to developing and sustaining its brand. Since the end of the 1990s, Duvivier Productions has been the leading French contemporary leather sofa manufacturer for residential use. Marketed in France and abroad under the brand names, Canapé Duvivier and Duvivier First Time, the sofas and furniture are 100% made in France.

In 2007, the company was awarded the *Entreprise du Patrimoine Vivant* (EPV), or Company of Living Heritage label from the French state in recognition of its outstanding *savoir-faire* in using and working with authentic and natural leather, as well as in leather cutting, stitching and lining. "The EPV rewards our commitment to quality. We want to preserve our expertise in traditional and technical production methods while keeping our manufacturing base in France. We are proud to receive this label and we deserve it. Lectra solutions help contribute to this success on a daily basis," said Didier Leruste, president of Duvivier Productions.

To win new markets abroad, develop its own brands and meet the growing demands of contractors in the luxury sector, Duvivier Productions' goal is to boost leather cutting volume by 25% to 30%, representing a total of 90 hides a day on average, with production peaks of up to 140 hides daily.

In response to this rising activity, Lectra has implemented the Versalis solution and latest versions of marker-making and pattern-making software Formaris® and Diamino® to accompany Duvivier Productions in strengthening its organization and improving product development and manufacturing processes.

"The Versalis solution enables me to track material consumption in real time and to gain better traceability over my production," says Dean Leullier, production manager at Duvivier Productions. He can thus control the entire process from the digitalization and visualization of hide defects to integrated marker-making and automated cutting.

"Improving productivity and ensuring a continual high level of quality, a key factor of Duvivier's DNA, to meet our contractor's needs especially in the luxury sector, strongly influenced my decision to choose Versalis. In addition, I knew I could count on Lectra's support and the high level of service its teams provide," says Didier Leruste.

The furniture market in France has undergone profound changes. "Increasing price pressure and the rise in commodity prices are all signs of a tougher environment for manufacturers. Our technological solutions, combined with the help of our experts, will allow Duvivier Productions to resize its industrial base," says Céline Choussy Bedouet, Marketing Director for Automotive, Furniture, Technical Textiles and Composite Materials, Lectra.

About Duvivier

Duvivier Productions is the leading French manufacturer of contemporary leather sofas for residential use. Its savoir-faire thus makes it a reference in several areas: the choice of quality leather for its coverings due to its inherent traits, outstandingly comfortable and aesthetic products, and its network of authorized and trained distributors. Duvivier has built its image around its technical know-how, innovation and satisfying its customers' needs. Today, Duvivier is known not only for its high quality and its craftsmanship, but also for its contemporary, plush, comfortable, refined and elegant style.

For further information, please visit Duvivier's web site at: <http://www.duvivier.fr/>

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 1,400 employees and \$270 million in 2013 revenues. The company is listed on NYSE Euronext.

For more information, please visit www.lectra.com

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