

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

Lectra helps ManiForm achieve a highly efficient manufacturing flow

After a series of investigations and benchmark tests, Vector® became the only cutting solution that could meet ManiForm's production standards

Paris, August 6, 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 that ManiForm—one of China's leading companies in the female lingerie industry, has chosen Lectra's Vector® to maximize its profits, while guaranteeing quality. ManiForm is a comprehensive lingerie company, integrating design, development, manufacturing and marketing. The company has ranked as the no. 1 in market share in China for 10 consecutive years.



It is a well-known fact that the Chinese lingerie industry has evolved rapidly over the last decade. Following the improvement of the industrial chain, a large number of new brands have been created across large areas of East China. Faced with such fierce competition, ManiForm realized that if it wanted to maintain its competitive edge and ensure profitability, it had to control and optimize its production flows further. Thus, while starting to put a series of internal actions in place, it decided to adopt an automatic cutting system to help it achieve its objective.

After observing the market for two years, ManiForm had a clear picture of all the best-known brands' cutting systems available on the Chinese market. After a series of investigations and benchmark tests, Lectra's Vector became the only product that could meet ManiForm's production standards.

"Lectra's cutting room solution met all the criteria we set for testing," said Liu Huiqing, executive director of Maniform. "The prerequisites related to the reputation of the solution provider, the performance of the solution and the cutting quality. We were all really surprised and astonished at the cutting quality that Lectra's cutting solution achieved with Super Spandex fabric and a special pattern we designed specially for this test, and with minimum buffer between pieces. We have never seen so many layers cut so efficiently."

The results have proven that ManiForm made the right decision. Vector has overcome strict production challenges while running. "In only 10 months since being put into production, Vector has achieved a cutting record of more than 1,000 hours. The quality of the cut pieces worked by Vector has been unrivalled. The cutting efficiency has reached 88%, much higher than the average industry level of 50-60%," added Liu Huiqing. "In addition, Lectra's predictive maintenance has matched our actual production very well; as a result we have the ability to ensure smooth production by preventing potential failures, thus avoiding the complications that may result."

"We are very pleased to have established a close partnership with ManiForm. The super-high 88% cutting efficiency comes from the great performance advantages of Vector, as well as ManiForm's efficient manufacturing flow," said Andreas A. Kim, managing director of Lectra Greater China. "Our customers are facing a series of daily challenges nowadays: how to strengthen the value proposition, how to meet even stricter deadlines, how to deliver constant, irreproachable quality at best mastered costs, and how to get along with an ultra-flexible production process. Lectra is focused on solving all these problems for our customers and in the process realizing our own value. We believe our partnership with ManiForm will greatly benefit both parties."

About ManiForm

Established in April 1996, ManiForm is a comprehensive lingerie company integrating design, development, manufacturing and marketing. ManiForm has been named one of "China's Top Brands". For more information, please visit www.maniform.cn

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

® Vector is a registered trademark of Lectra.