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Lectra holds Furniture and Automotive seminar in Bordeaux

Lectra explains its vision of Operational Excellence

Paris, December 19, 2013 — Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—fabrics, leather, technical textiles and composite materials—recently hosted a 2-day seminar on “Achieving Operational Excellence”, at its Bordeaux-Cestas campus in France, dedicated to decision-makers from the automotive and furniture industries.

Daniel Harari, Lectra’s CEO, welcomed guests and opened proceedings by explaining how the economic crisis had been an opportunity for Lectra to rethink its Business Model.



During these 2 days, 42 representatives from 27 companies in Europe, North Africa, India, Asia and the Americas were encouraged to share their experiences and best practices throughout a series of presentations, workshops and demonstrations. One of the recurring themes throughout the seminar was the benefit of adopting lean methodology from design to manufacturing.

Pierre-Marie Gallois, affiliate professor at ESCP Europe (Paris) presented *Lean Beyond Lean* explaining the need for fruitful co-operation to achieve “Harmonious Agility”, and create an efficient working environment.

“I really appreciated the content of the presentations, as did the other participants I spoke to during the event. The solutions presented by Lectra open up some very interesting perspectives for us,” says Mohamed Ali Saidi, Trim & Foam Operations Manager, Lear Automotive Morocco.

Lectra uses the lean methodology when developing and producing its own hardware and software solutions. Guests were able to see how this works for Lectra during a guided visit of the industrial site. “We have been working with Lectra for 30 years, and I welcome this opportunity to discover the birthplace of the solutions we use every day. I was very impressed by the application of lean manufacturing techniques in the industrial unit that we saw during our visit,” explains Takashi Nishiwaki, Executive Director of the Japanese automotive supplier Bonform.

Participants were given more in-depth presentations of Lectra’s solutions for design and manufacturing, as well as live demonstrations of Versalis® and Vector®, Lectra’s lean-compatible cutting room solutions for the automotive and furniture industries.

“Lectra has built the strongest offer on the market, combining advanced technology, lean methodology and change management,” concludes Daniel Harari.

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.

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