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**Texprocess 2011, 24 to 27 May, Frankfurt (Germany)
Lectra: Hall 4.0, Booth 21**

**Lectra presents Versalis® Fashion,
its new leather cutting solution specific
to luggage, footwear, and fashion accessories**

***This solution marks a genuine technological turning point that
brings companies unequalled gains in productivity and profitability***

Paris, May 24, 2011 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials—is pleased to announce the release of Versalis® Fashion, its new leather cutting solution aimed at manufacturers in the luggage, footwear, and fashion accessories markets.



Present at Texprocess 2011, May 24 to 27, 2011, in Frankfurt, Germany, Lectra will unveil Versalis Fashion, the first in its Versalis family of leather cutting solutions.

Face with increasing leather prices, companies today are looking for solutions which reduce both their costs and manufacturing times, and enable them to respond to growing production demand, in particular from major brands.

“Fashion manufacturers, faced with a strong recovery in orders, have been confronted with a 50 to 100% increase in the price of raw leather since 2009,” explains Daniel Harari, Lectra CEO. “With 20 years of experience and investment in leather markets, Lectra supplies equipment and services that are perfectly tailored to the new needs of its clients. Originally designed to meet the most stringent requirements of luxury leather goods, Versalis Fashion will enable you to achieve significant material savings and reach an unrivalled level of productivity, while offering flawless cutting quality.”

Versalis Fashion, a new era in leather cutting

The Versalis Fashion solution consists of a cutter, a hide analysis solution, and a software suite for optimizing and managing operations.

Typically, leather cutting takes place in three stages: the first—which can also be the longest—involves identifying hide defects; the second, optimizing nesting; and the third, cutting and unloading the pieces.

By dissociating hide analysis, nesting, and cutting, using an *offline* process, Versalis Fashion operates continuously to reach particularly high levels of productivity. Each step takes place without depending on the one before or after it.

This innovative process enables the operator to scan the hides before cutting, and to identify the different qualities of the material to process with a high level of detail and great speed. This benefit, combined with the power of the Versalis automatic nesting algorithms, enables material savings of 10% on average.

With three cutting heads operating simultaneously, Versalis Fashion is the most productive leather cutting solution on the market. It is the perfect response to the challenges that professionals face: high quality, complex shapes, management of numerous small pieces at once, etc.

With Versalis Fashion, manufacturers in the leather industry can achieve exceptional gains in productivity and unrivaled material savings without compromising quality, particularly when compared with die-cutting.

Versalis, Lectra's new range of leather solutions

After Versalis Fashion, Lectra will enlarge its new Versalis family, dedicated to leather, by offering solutions specifically adapted to the automotive and furniture markets, expected between now and the end of 2011.

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Versalis Fashion at Texprocess

Versalis Fashion will be demonstrated at Lectra's booth (Hall 4.0, Booth 21).

Furthermore, a presentation entitled "New Horizons for Leather" will be given at the Lectra booth by Christophe Gaysse, in charge of Leather Markets:

- May 24, 2011 at 4pm
- May 25, 2011 at 10am
- May 26, 2011 at 4pm
- May 27, 2011 at 10am

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 \$190 million in 2010 revenues. The company is listed on NYSE Euronext.

For more information, please visit www.lectra.com

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