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Lectra supports De Rucci in becoming a digital company

Lectra delivers 3D virtual prototyping and smart leather cutting technology to get De Rucci on the fast track to Industry 4.0

Paris, September 7, 2017 – Lectra, the world leader in integrated technology solutions dedicated to industries using fabrics, leather, technical textiles and composite materials, is pleased to announce that De Rucci, a premium Chinese bedding manufacturer and brand, has chosen Lectra's 3D virtual prototyping and development solution, DesignConcept, and a Versalis® leather cutting solution to strengthen its mass customization capabilities and implement a flexible, digital manufacturing process.



Founded in 2004, De Rucci has grown from one store in Dongguan, China to over 2,800 around the world. The company prides itself on providing customers with high quality, high-tech bedroom furniture that combines contemporary European design and the latest advances in ergonomic technology.

De Rucci's focus on customization and enhancing the customer experience has prompted a move towards a manufacturer-direct business model, which connects the consumer directly to the manufacturer. Recognizing that a smart factory will deliver significant advantages in terms of customization capability, better product quality and improved efficiency, De Rucci has begun investing in Industry 4.0-ready technology such as DesignConcept and Versalis.

"In line with our strategic vision and the Made in China 2025 plan, we are looking to revamp and invigorate our manufacturing processes with innovation-driven development and cutting technologies. Firmly anchored in automation and digitalization, we believe that Lectra's Industry 4.0-ready technology, proven expertise and comprehensive solutions will prove invaluable as we move towards a smart manufacturing model," underlines Yao Ji Qing, CEO, De Rucci.

DesignConcept will allow De Rucci to connect product development and production processes, gain greater control over costing, and address any feasibility or quality issues at the pre-production stage. Combined with Versalis' ability to precisely cut all types of leather and its embedded sensors, which enable it to maintain one of the highest uptimes on the market, De Rucci gains a flexible supply chain, significant material and time savings, as well as superior product quality.

In addition, Versalis' associated software suite enables the company to digitally capture critical production data such as hide yield and production performance. No longer reliant on subjective interpretations and inconsistent reporting, the company gains an accurate vision over the entire cutting process.

“Lectra is pleased to support a forward-thinking company like De Rucci in navigating the changing industrial landscape with a solution that meets the requirements of the present and the future industrial era. Empowering customers with the proper technology to enter the Fourth Industrial Revolution with peace of mind is a key element of Lectra’s new strategy,” states Céline Choussy Bedouet, Chief Marketing and Communications Officer, Lectra.

About De Rucci Bedding Co

De Rucci is a premium bedding manufacturer and brand. The company is committed to providing its customers with comfortable yet contemporary bedroom furniture of the highest quality. Its team of experts are credited with inventing a healthy sleep system that encourages a better night’s sleep. De Rucci’s innovations are recognized and protected by China’s State Administration for Industry and Commerce as Well-Known Trademarks.

About Lectra

Lectra is the world leader in integrated technology solutions (software, automated cutting equipment, and associated services) specifically designed for industries using fabrics, leather, technical textiles, and composite materials to manufacture their products. It serves major world markets: fashion and apparel, automotive, and furniture as well as a broad array of other industries. Lectra’s solutions, specific to each market, enable customers to automate and optimize product design, development, and manufacturing. With more than 1,600 employees, Lectra has developed privileged relationships with prestigious customers in more than 100 countries, contributing to their operational excellence. Lectra registered revenues of \$288 million in 2016 and is listed on Euronext.

For more information, please visit www.lectra.com

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