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

## **Bertrandt SAS adopts Lectra's 3D design solution for car seat development and prototyping**

***Lectra's expertise and advanced 3D technology  
help Bertrandt SAS optimize development of automotive seats***

**Paris, June 23, 2015** – 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 Bertrandt SAS has chosen Lectra's DesignConcept solution to optimize its design, development and prototyping processes for car seat covers designed for French automobile manufacturers.

Bertrandt SAS is the French subsidiary of the German group, Bertrandt AG, an international engineering company dedicated to the automobile, aeronautics and mobility industries. Founded in 1974 in the German town of Möglingen, Bertrandt AG currently has 11,500 employees in eight countries. The Group counts major automotive constructors and suppliers among its customers.

Bertrandt SAS is investing in the DesignConcept solution as part of its business expansion; it is looking to accelerate its seating development process in order to optimize responses to requests for quotation and improve communication with car makers and suppliers. The company had previously developed its templates manually. When interpreting OEMs' 3D specifications, its teams were unable to use soft materials when working with digitized foam shapes. This led to significant modifications when the foam was compressed by the seat cover, whether it was in fabric, leather, an industrial textile or a composite material. The result was a lengthy process and high material consumption which negatively impacted production costs.

Following an initial analysis of Bertrandt SAS' processes and challenges by its consultants, Lectra proposed DesignConcept, its 3D virtual design and development solution. "Having seen the demonstration, I now consider Lectra's 3D prototyping solution very useful. The different modules proposed will enable us to optimize current and future developments. This is an opportunity for Bertrandt SAS to expand our business and develop new markets," says David Boismaigre, Manager, Interiors Department, Bertrandt SAS.

Using DesignConcept 3D Auto brings Bertrandt SAS significant cost reductions when developing and prototyping automotive seating. The solution allows Bertrandt SAS to design a seat cover, identify the stress and constraints on each piece, and adjust the choice of fabric and seam locations, all onscreen. This allows the company to optimize development times while taking into account the variety of textiles used by each car maker. The templates can then be corrected virtually while still respecting style specifications.

Bertrandt SAS also uses DesignConcept to determine materials and assembly costs more precisely to respond more accurately to bids for tender. The solution also gives the company the ability to generate all of the technical documentation (bills of materials, material consumption, sewing and assembly instructions, etc.).

"In creating and developing prototypes for the automotive seating industry, it is essential to be able to respond quickly and accurately" says Céline Choussy Bedouet, Chief Marketing Officer, Lectra. "Lectra is proud to support Bertrandt SAS in this strategic project initiative which will allow the company to improve communication with customers, eliminate errors, accelerate response times and reduce production costs."

### **About the Bertrand Group**

The Bertrand Group has been providing development solutions for the international automotive and aviation industries in Europe, China and the USA for more than 40 years. A total of around 11,500 employees at 46 locations guarantee extensive know-how, sustainable project solutions and a high level of customer orientation. Its main customers include the major manufacturers and numerous system suppliers. Group revenues were €870.6 million for the financial year 2013-14.

For more information, please visit [www.bertrandt.com](http://www.bertrandt.com)

### **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 1,500 employees and \$281 million in 2014 revenues. The company is listed on Euronext.

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