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lectra.com: new site, new positioning

The new lectra.com highlights Lectra's value proposition and its high-end positioning

Paris, March 24, 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 the complete redesign of its web site, lectra.com. The company clearly defines its new brand image through the pages and reaffirms its ability to support customer change.

Aimed mainly at businesses active in Lectra's major world markets, the website draws visitors into an exploration of the company's expertise and experience in fashion and apparel, automotive and furniture. The customer is taken on a journey into an exclusive universe where Lectra's value proposition is presented across all its different sectors.

A new media center includes all of Lectra's different publications. More than 130 videos, dozens of customer testimonials and a range of white papers demonstrate how Lectra's experts can help transform business processes to best address industry challenges. There is also more detailed information about Lectra's highly-innovative solutions on its five micro-sites—[Lectra Fashion PLM](#), [Make it with Lectra](#), [A Model for Change](#), [Vector](#) and [Versalis](#).

In line with Lectra's high-end positioning, the site draws inspiration from the esthetic design codes of the luxury sector. Published in several languages, it reflects the company's international identity and strong ability to attract talent in order to offer the most suitable approach and the most sustainable solution to each of its customers.

"The new lectra.com is a radical overhaul of our previous site. The originality and quality of its content make it stand out. It demonstrates the unique character of the company, the only one in its market to offer a combination of expertise, technology and consulting. This is a strength which gives us direction and inspiration for all our communication tools," said Myriam Akoun-Brunet, Communications Director, Lectra.

lectra.com was designed in collaboration with Paris-based digital agency, Insign.

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.

For more information, please visit www.lectra.com

