

DESIGNCONCEPT

Virtual prototyping and product development software



LECTRA

More design choices, more styles and customization, more complexity...



Increasingly demanding consumers, **empowered by unlimited access to online marketplaces**, seek furniture that incorporates the latest style trends, material combinations, modularity and customization at an attractive price.

In a globalized marketplace and a digital world, where the competition could be across the street or across the world, more flexible, digital operations and processes are the surest way to assert your position in this competitive field.



RIISING DEMAND FOR INNOVATION AND CUSTOMIZATION

Offering a wider variety of models with greater choice of style, dimensions, functions and other inner structure components means that prototyping, decision-making and delivery times must be kept to a minimum to bring products to market as quickly as possible and ensure a maximum level of flexibility.



PRESSURE ON PRICES

Rising labor costs, more price-sensitive consumers and an already competitive market becoming increasingly diversified are making it more difficult for companies to protect their margins. It's essential to create styles and prototypes that can be costed and optimized before you proceed to production.



LIMITATIONS OF TRADITIONAL PROTOTYPING

The traditional product development process can be time-consuming, require significant human resources, necessitate numerous costly prototype modifications, and hinder integration into the company's other digital processes.

Design better, faster, more profitably, together!

Great products start with great style, but great style alone won't keep you in business

How can you produce competitively priced yet profitable furniture that meets consumer demands? Can you shorten time to market without reducing quality? With DesignConcept, **you can accelerate the entire product development and pre-production process and get on-trend products to market faster.**

DesignConcept is an “All-in-One” solution that covers styling through to manufacturing upholstered furniture models and generates the highest benefits rapidly. Interfaces are intuitive for easy, flexible use and quick solution learning.

Gain a more efficient, collaborative way of working that minimizes time-consuming, costly design iterations and physical prototypes with DesignConcept.

DESIGN

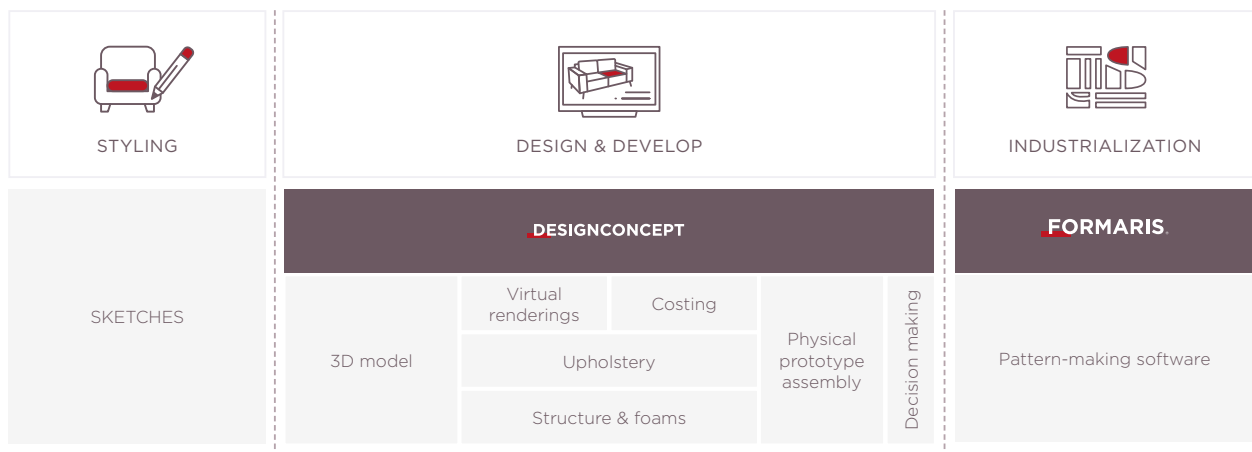


What is **DESIGNCONCEPT** ?

From design to manufacturing

DesignConcept is a virtual prototyping, preliminary costing and digital product development solution that enables you to quickly design and develop high-quality products without going over budget. **With virtual prototyping, you can visualize, share and compare the impact of material choices and dimensions to determine the most cost-effective options.**

After choosing the final product design, DesignConcept allows you to develop foam and wooden frames, and then automatically generate ready-to-cut parts and technical documentation that will automatically update with each modification.



Services 4.0



Your success is our priority

We provide all the support and guidance our customers need to make the most of their Lectra solutions and equipment. Our training and technical support programs were developed based on our 40 years of experience working with renowned furniture companies around the world.

With advanced services, expertise, data analysis, and comprehensive technical support, we ensure that our solutions are fully adopted and used in an optimal way to help our customers achieve their objectives, with the best possible experience.



"DesignConcept 3D helped us present twice the number of models compared to the previous year. It has become much faster and easier to develop new models. They can be customized and, after each prototype presentation, we can adjust the frame or the length of a sofa in just a few seconds."

Ovidijus Jalonskis
CEO, Vilners



IN-DEPTH KNOWLEDGE

Digital resources and face-to-face training sessions enable you to set and accomplish your learning goals at every stage of the DesignConcept implementation and deployment process. Our training methodology was designed to guide you through quick wins and practical application, which helps you gain independence quickly.



CONTINUOUS INNOVATION

We give our customers immediate access to the latest functionalities of DesignConcept and key information to help them get familiar with the latest features quickly. Continuously create value by working with us to establish an optimal mode of operation based on best practices.



Make the design right the first time

Unify design data and manufacturing processes

- Perform style, virtual prototyping, product development, and pre-industrialization tasks in a single, upholstered furniture-specific CAD program.
- Achieve a seamless and more efficient pattern development process.
- Turn digital data into actionable insight and innovative products by capitalizing on styling, technical data, and preliminary costing information.

Reduce costs

- Reduce the number of physical prototypes and pattern-making iterations by **up to 50% by using virtual prototypes**
- Ensure that only the most profitable models go into production **by anticipating and controlling costs from the design stage onwards**
- **Eliminate non-quality costs** with always up-to-date production data and integration with numerous CAD programs

Speed up development

- **Reduce development and industrialization time by 30% or more** with a concurrent frame, foam and upholstery development process.
- **Automatically generate all technical specifications** and cutting plans for frame, foam, sewing and cover, and then send directly to pre-production teams.
- Speed up decision-making with **photo-realistic 3D simulations** for faster, more efficient design reviews.

Quick solution learning and ramp-up

- **Intuitive and customizable user interface** for quick solution adoption.
- **Self-directed software discovery** (basics, glossary, methodology and more) any time and anywhere.

DESIGNCONCEPT 3D/2D

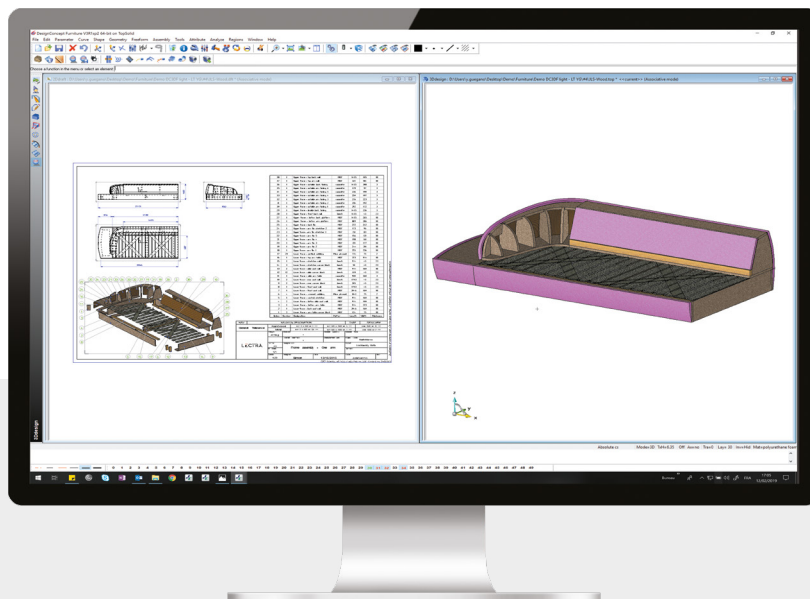


With **DesignConcept 3D**, designers can simultaneously create virtual models, evaluate feasibility constraints, calculate preliminary manufacturing costs and share this key decision-making information with stakeholders before producing the first physical model.

Using **DesignConcept 2D** in association with DesignConcept 3D offers a unique level of flexibility for designing and optimizing patterns. The documentation functions in DesignConcept 2D allow you to quickly create sewing plans, technical documentation for the frame and a Bill of Materials. These specifications are automatically updated whenever changes are made to the original model.

DesignConcept users also have access to a large library of ready-to-use components from **IPEA™** and **KOYO™**.

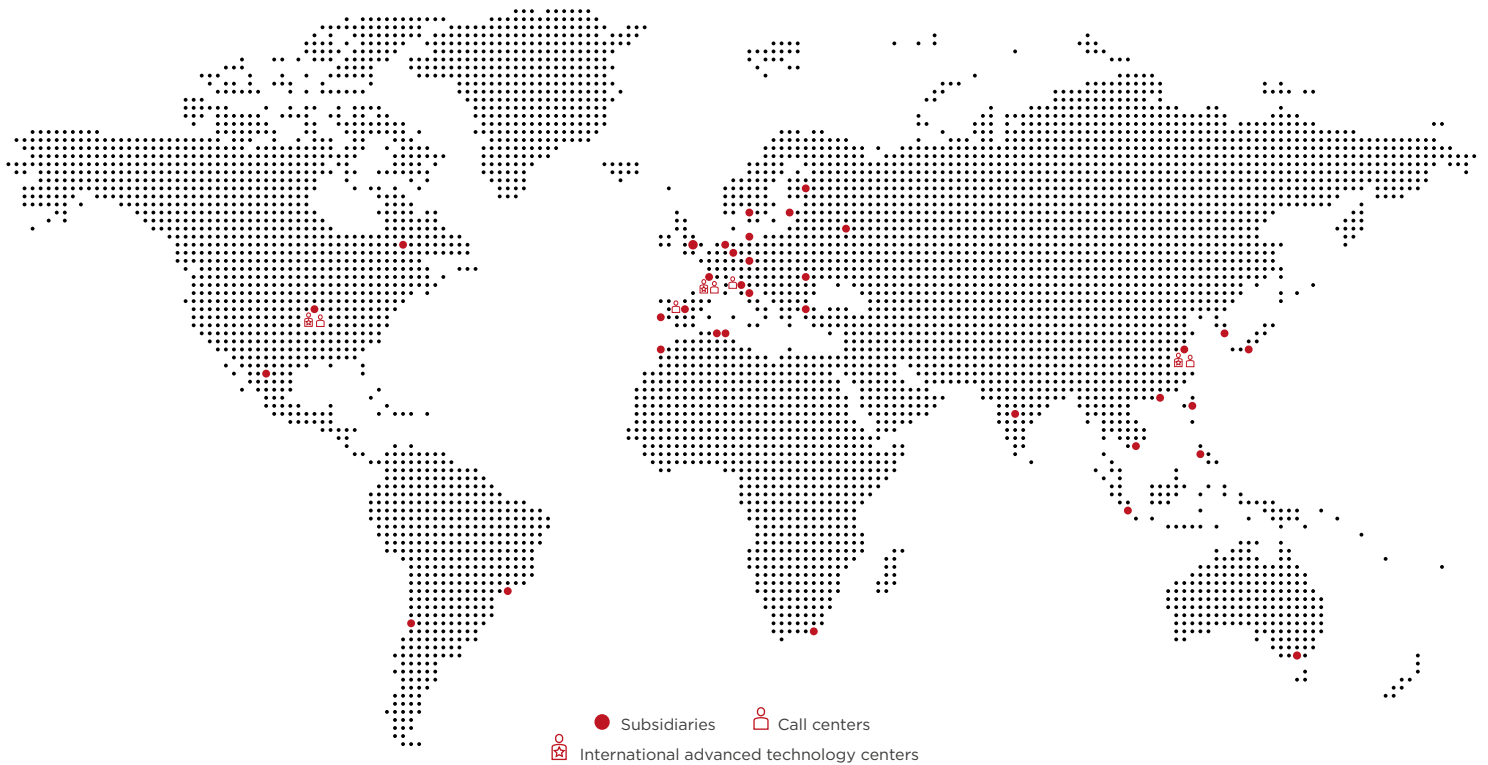
The Integrated libraries include downloadable legs, fittings, junctions and movable elements.





Drawing on over 40 years of innovation, Lectra develops CAD software and marker-making solutions that build efficiency and agility into every step - from design to pre-production. Lectra software solutions for furniture design, development and pre-production use best-in-class technology for rapid furniture virtual prototyping, labor and material cost estimates, and advanced pattern production and marker making.

Empowering customers through industrial intelligence



About Lectra

For companies that breathe life into our wardrobes, car interiors, furniture and more, Lectra is crafting the premium technologies that facilitate the digital transformation of their industry. Lectra's offer empowers brands and manufacturers from design to production, providing them with the market respect and peace of mind they deserve.

For more information, please visit lectra.com

