DESIGNCONCEPT

3D/2D product development software

LECTRA

Innovation and business resilience for the new normal

Across the worldwide automotive industry, carmakers and their supplier ecosystems are meeting new business challenges as they adapt to the new normal.

Among the critical priorities of vehicle seating and interior components to address is the need to innovate, reduce material costs and improve operational efficiency.

Carmakers that successfully cut costs while transforming their business are those most likely to capitalize on emerging market opportunities.

By accelerating their digital transformation, product development and manufacturing operations, suppliers of seating and interiors—including steering wheels, consoles and door trim panels—can remain profitable while innovating new products and reinventing a more resilient manufacturing model.

DELIVER RFQS FASTER

Using 3D virtual prototyping allows suppliers to respond quickly with accurate costing and planning for competitive pricing and greater market share.

CUT COSTS

Design for manufacturing minimizes the number iterations of physical prototypes required to validate designs. This is of considerable significance given that fabric or leather can account for up to 70% of the cost of a seat cover.

INCREASE PROFITABILITY

To increase and secure their margins, carmakers and suppliers must streamline and digitalize their processes. The integrated target costing capabilities of 3D software enable effects of material utilization on fabric or leather usage and sewing operations to be simulated for better decision-making and purchasing processes.

PRODUCE SUSTAINABLY

Reducing the number of physical prototypes required before sending new designs into production can minimize the environmental impact of your operations. By producing more sustainably, automotive suppliers can also lower their operating costs. Digital processes enable greater accuracy and precision to achieve these objectives.

REDUCE LEAD-TIME

Shorten production cycles by 3 to 4 weeks using 3D software. Virtual prototyping and patternmaking make it possible to carry out these processes concurrently, while foam models are still in development. This lets you optimize and sew patterns to assemble the first trim cover before delivery of the foam model to the prototyping workshop.

Pioneer new products meeting cost targets and deadlines

TRIM COVER

DesignConcept boosts innovation and drives down development costs for vehicle seating and interiors by shortening design cycle times.

How can you satisfy changing consumer tastes quickly and profitably? Where should you begin to improve product design processes and decision-making?

With Lectra's virtual design and prototyping solution, you can create viable, high-quality trim cover and interior designs as of the first physical prototype. DesignConcept for automotive lets you **boost your innovation process, slash development and production costs, streamline internal processes and expedite time to market.**

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 trim covers without going over budget. **Using virtual prototyping, you can analyze and discuss the impact of any changes to styling, choice of material or trim processes to determine the most cost-effective options.**

DesignConcept simplifies technical feasibility studies, allowing for accurate, immediate material stress analysis and pattern-flattening adjustments. Using embedded automatic marker making, achieve faster RFQ turnaround with precise fabric and leather consumption estimates. These studies can even include estimates of sewing and supply costs. The software also makes it possible to prepare ready-to-cut pieces for automatic cutting with full trim specifications.

STYLING	DEVELOP	VIRTUAL PROTOTYPING	INDUSTRIALIZATION
Virtual renderings	3D model (foam, structure...)	DESIGNCONCEPT	
3D style		Trim Cover Design	Pattern-making
		Preliminary costing	
		Physical prototyping	Cutting and sewing preparation
		Decision making	

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 more than 30 years of experience working with renowned automotive suppliers around the world.

Our advanced services, expertise, data analysis and comprehensive technical support ensure that our customers fully adopt our solutions and achieve their objectives.

IN-DEPTH KNOWLEDGE

Digital resources and face to-face sessions enable you to set and accomplish your training goals at every stage of implementation and adoption. 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 incorporated into our solutions, as well as helpful information aimed at familiarizing them with new features. Continuously create value by working hand-in-hand with us to improve operations based on current best practices.

Boost innovation, reduce development and production costs and expedite time-to-market

Integrate design and development processes

- Streamline your trim cover business by seamlessly integrating all your design and development processes:
- Connect design, prototyping, product development and pre-industrialization tasks with a seamless digital chain.
- Quickly and easily compare design variants to determine which ones suit styling, feasibility and preliminary costing objectives.
- Boost innovation, ease collaboration and decision-making.

Produce RFQs faster and meet cost targets

- Quickly perform precise preliminary costing for each new model. Accurately estimate fabric, leather consumption and sewing operations using 3D/2D virtual prototypes.
- Benefit from streamlined processes for faster delivery of RFQs, as well as efficient communication with customers and subcontractors.

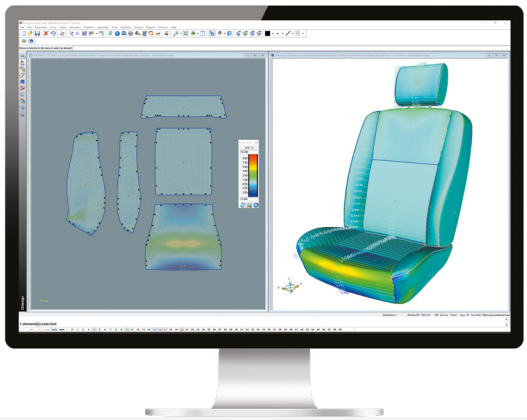
Lower product development costs

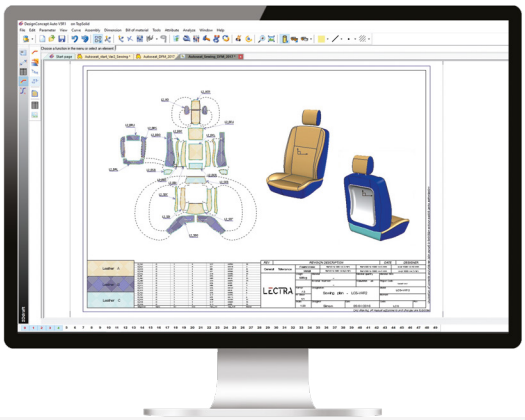
- With virtual prototyping, it's possible to reduce physical prototypes and pattern-making iterations by more than 50%.
- Eliminate costs due to non-quality by using the most up-to-date trim cover data at all times, compatible with numerous CAD file formats.
- Achieve efficient pre-production workflow by automatically generating pattern-cutting data, sewing instruction sheets and technical specifications, sending these directly to manufacturing teams.

Drive down product development lead-time

- Reduce trim cover development time by up to 30% with concurrent styling, engineering and prototyping processes.
- Reach process excellence by creating viable trim cover designs ready for physical prototyping, as of the first 3D/2D virtual prototype.
- Expedite decision-making with detailed, realistic 3D simulations and accurate design adjustments for more efficient design reviews.

DESIGNCONCEPT 2D/3D



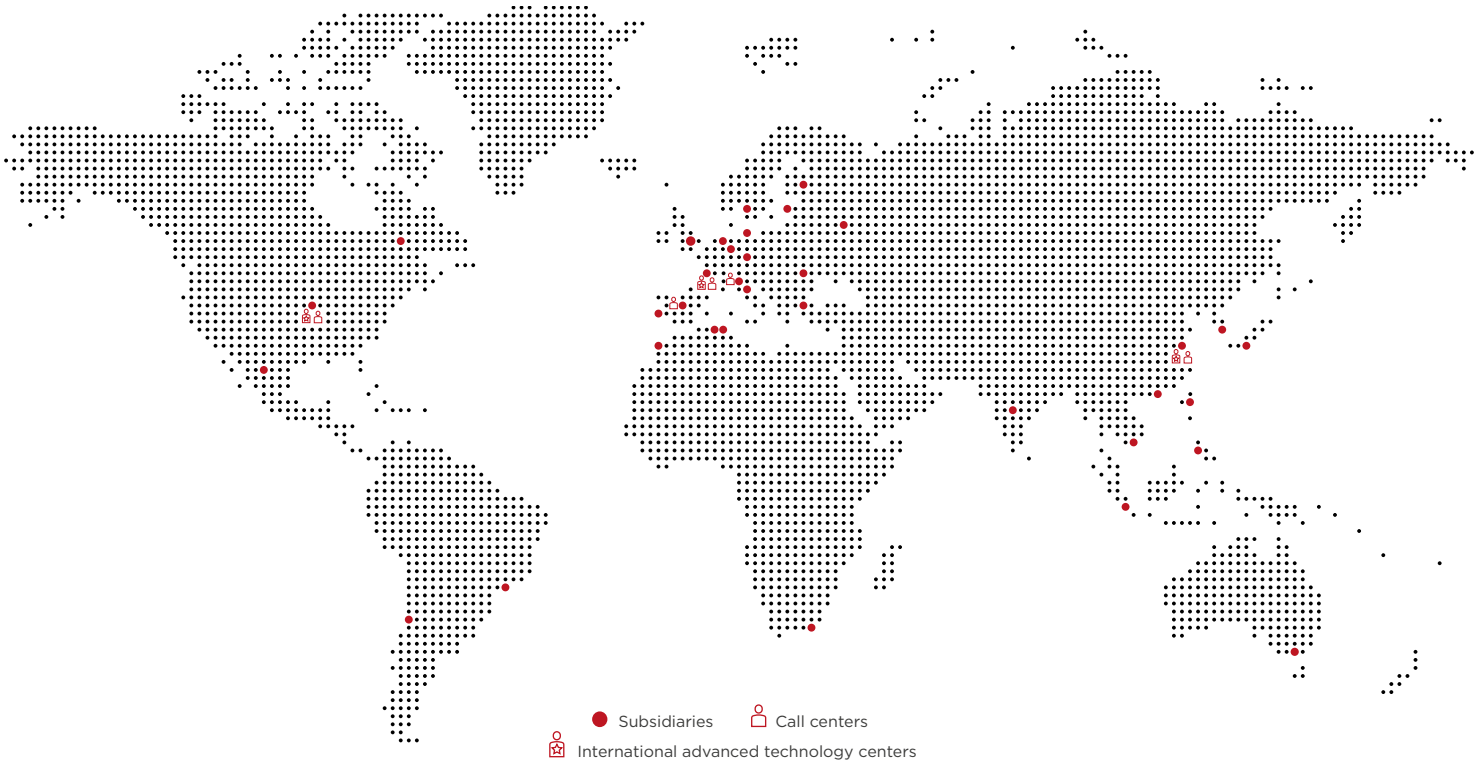


With **DesignConcept 3D**, trim cover designers and model makers can create virtual prototypes, evaluate feasibility constraints, calculate preliminary manufacturing costs and share key decision-making information with stakeholders before producing the first physical prototype.

Using **DesignConcept 2D** together with DesignConcept 3D offers optimal flexibility when adjusting 2D fabric and leather patterns to create model variants and related sewing instruction sheets. As a pre-production tool, DesignConcept 2D also enables you to convert any 2D CAD file format and prepare ready-to-cut patterns for automatic cutting.

Drawing on over 40 years of innovation, Lectra develops CAD software solutions that meet product cost and time-to-market targets as of the concept development stage. Lectra software solutions for automotive trim cover design, development and pre-production use best-in-class technology for rapid 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 crafts the premium technologies that facilitate the digital transformation of their industry. Lectra's offer empowers brands, manufacturers and retailers from design to production, providing them with the market respect and peace of mind they deserve. Founded in 1973, the company is listed on Euronext (LSS).

In June 2021, Lectra acquired Gerber Technology, a USA-based company founded in 1968. Like Lectra, Gerber Technology develops software and automation solutions for fashion, automotive, furniture and other businesses across the globe.

By uniting, Lectra and Gerber Technology will become the ultimate Industry 4.0 partner for their customers.

For more information, please visit **lectra.com** and **gerbertechnology.com**