

“Lectra’s solution was exactly what we were looking for because it did all the surface and solid modeling and integrated with our ERP system. In product development, what we did in a week can now be done in a couple of days. We don’t start anything until we know we can make it for a commercial price, and that’s where we have a competitive advantage.”

Vernon Goldberg, Managing Director, Quality Furniture, UK

DESIGNCONCEPT FURNITURE SOFTWARE

DRIVING PROFITABILITY AND COMPETITIVENESS WITH DESIGNCONCEPT FURNITURE

DesignConcept Furniture 3D/2D collaborative product development software transforms the way you create, develop, cost and prepare upholstered furniture models for production in an innovative and flexible process.

Use DesignConcept 3D to simulate new designs and explore virtual options, reducing the need for expensive, time-consuming physical prototypes.

Modify the 3D model, then flatten to 2D with immediate visibility of the cost implications in a design to cost approach. Accelerating the entire product development and pre-production process enables you to respond quickly to the latest market trends.

ACCELERATE TIME-TO-MARKET

Generate high-definition digital images and animation for faster decision making, including export of 3D/2D model specifications in 3D PDF.

- **Offer more choice to consumers** by developing more models, variants and options in the same time.
- **Get to market faster** with accelerated decision-making through an optimized product development process. Use ultra-realistic 3D simulations for decision-making, reducing the number of physical prototypes and pattern-making iterations needed.
- **Control manufacturing costs** by accurately estimating costs earlier in the development process.
- **Save time and money** through the use, and re-use of standardized components.
- **Increase quality with as design**, product development and pre-production departments work closely together, to ensure design feasibility, anticipate and remove the risks for error, before they become a more costly problem.

FINDING THE BEST DESIGN TO OPTIMIZE MARGINS

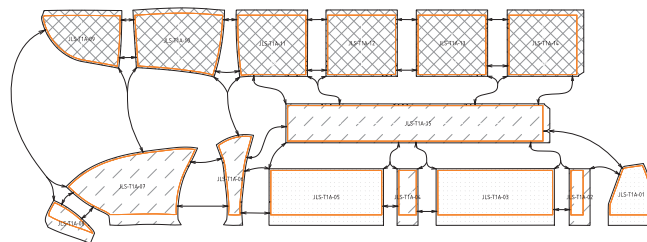
DesignConcept Furniture fosters a collaborative work process. By incorporating cost targets from the beginning teams can focus on producing designs which are both profitable and feasible. In the traditional process, designers have little contact with production. DesignConcept Furniture brings them together, to find the best compromise between design, production and cost constraints. Changes are only made to the original design if they bring the product closer to the target. This is known as "Design to Cost".

- Generate high-definition digital images and animation for better and faster decision making, including export of 3D/2D model specifications in 3D PDF.
- Simulate all furniture types, including tufting and buttoning, so designers can create any style, with no limit into their creativity.
- Simulate 3D design alternatives quickly and easily to find a consensus which satisfies all requirements for faster decision making.
- Save time by working concurrently on frame, foam and upholstery as compared to working sequentially.
- Cost complete material use, accessories and labor from a 3D model, evaluating many 'what-if' design scenarios to optimize material consumption.
- Create and cost variants from the same base model.
- Make real-time modifications in 3D, then produce production-ready patterns in a 3D to 2D process. Changes to 3D designs are automatically transferred to 2D versions during pre-production.
- Modify parameters and the model updates automatically using this measurement-based (parametric) 3D and 2D modeling tool.
- Create links between pieces. Modifications to one are automatically transferred to all linked pieces.

USING DESIGN TO OPTIMIZE MANUFACTURING COSTS

DesignConcept also enables upholstered furniture manufacturers to solve potential problems during pre-production, the least expensive place to address them. 3D virtual prototyping accelerates time to market by reducing the number of costly and time-consuming physical prototypes and iterations while ensuring design intent and production feasibility and DesignConcept enables manufacturers to stay ahead of the competition, saving time and money without compromising on quality.

- Take physical material characteristics into account during the pre-production phase, avoiding customer satisfaction issues.
- Analyze trim cover feasibility in a 3D to 2D process, increasing the quality of the first patterns.
- Define pattern-matching rules, grain lines and leather quality zones for better finished quality in automated cutting.
- Develop wood and foam structure for automated cutting.
- Automatically generate technical specifications and cutting plans, for frame, foam, sewing and cover, which can be sent directly to pre-production.
- Connect to ERP system for more informed management decision-making.



REV	REVISION DESCRIPTION	DATE	DESIGNER
01	General Tolerance	13/10/2015	Simon
02	Color	13/10/2015	Simon
03	Sewing plan - One arm - Top	13/10/2015	Simon

