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Trayton opts for automation with Lectra

One of China's top furniture manufactures chooses Versalis® and Vector® to smooth its transition from tradition to technology

Paris, May, 15, 2014 – 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 the Chinese furniture manufacturer, the Trayton Group, has selected Lectra's Versalis® and Vector® together with product development, pattern-making and nesting software, to automate and optimize their production in China.



Founded in 1999 by its Danish CEO, Simon Lichtenberg, the Trayton Group has become one of the biggest furniture manufacturers in China with two factories in Shanghai and Zhejiang and more than 2,000 employees. Leather accounts for 80% of the company's production, with the remaining 20% in fabric, and 90% of total production destined for export. Brand names include Simon Li and Trayton Furniture.

The Group operates on several levels: for the majority of its customers, it acts as an Original Design Manufacturer (ODM) providing designs for their selection; it produces designs it receives from Original Equipment Manufacturers (OEM's), and it also manufactures and exports finished products. The Trayton Group also produces furniture for a large Scandinavian furniture retailer. Its goal is to become a market leader in quality and design lifestyle products in China and internationally.

Like many other companies in China, the Trayton Group is facing a rise in the cost of labor and a scarcity of skilled workers, making it difficult to maintain margins and remain competitive. To counter this, the company was looking for ways to use technology to reduce costs, whilst maintaining its reputation for quality and workmanship. In addition, to meet increasing demand, a third manufacturing facility is planned and this has to be seamlessly integrated with the existing structure.

"Our vision is to improve the quality of life for all of us. We want to inspire and improve our surroundings. Our business idea supports this vision by offering a wide range of products and solutions that can improve people's homes and their lifestyle: products of better design and better quality, produced in cost effective ways to make it accessible to many," says Simon Lichtenberg. "Delivering the best value in leather seating is not simply a matter of great design, comfort, quality, or cost. It's about bringing all those important elements together, in just the right way. With its integrated design and manufacturing solutions, Lectra is helping us to do just that."

The Trayton Group had identified increased automation of its operations as one way to reduce costs. Lectra consultants worked closely with the company, to pinpoint and prioritize the Group's needs, looking at processes and working methods. Regular meetings were also held with the Trayton Group's service team to ensure that the actual implementation went very smoothly, with rapid adoption by the teams and minimum disruption to production. In addition, Lectra was able to go even further, making recommendations on optimizing the entire production chain, from pattern making to cutting.

“Lectra is focused on bringing measurable added value to the Trayton Group, not only in terms of productivity, but also in terms of process optimization, sustained performance and continuous improvement. Our expertise and consulting approach are the spearhead of everything we do with them,” says Céline Choussy Bedouet, Marketing Director, Automotive, Furniture and Technical Textiles, Lectra.

About the Trayton Group

Trayton Group was established in Shanghai in 1995 in the timber trade between Africa and Asia. Today Trayton Group’s main business is design, manufacture, market and retail - upholstery, furniture, furnishings and lifestyle products. The global headquarter is in Shanghai, China with a professional organization with more than 2,000 employees. The group owns and operates close to 100,000 m2 of manufacturing facilities in Zhejiang and Shanghai. Trayton Group also established two joint ventures with BoConcept, the modern Danish lifestyle brand and Kvadrat, Danish very high end fabric brand.

For more information, please visit www.trayton.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 1,400 employees and \$270 million in 2013 revenues. The company is listed on NYSE Euronext.

For more information, please visit www.lectra.com

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