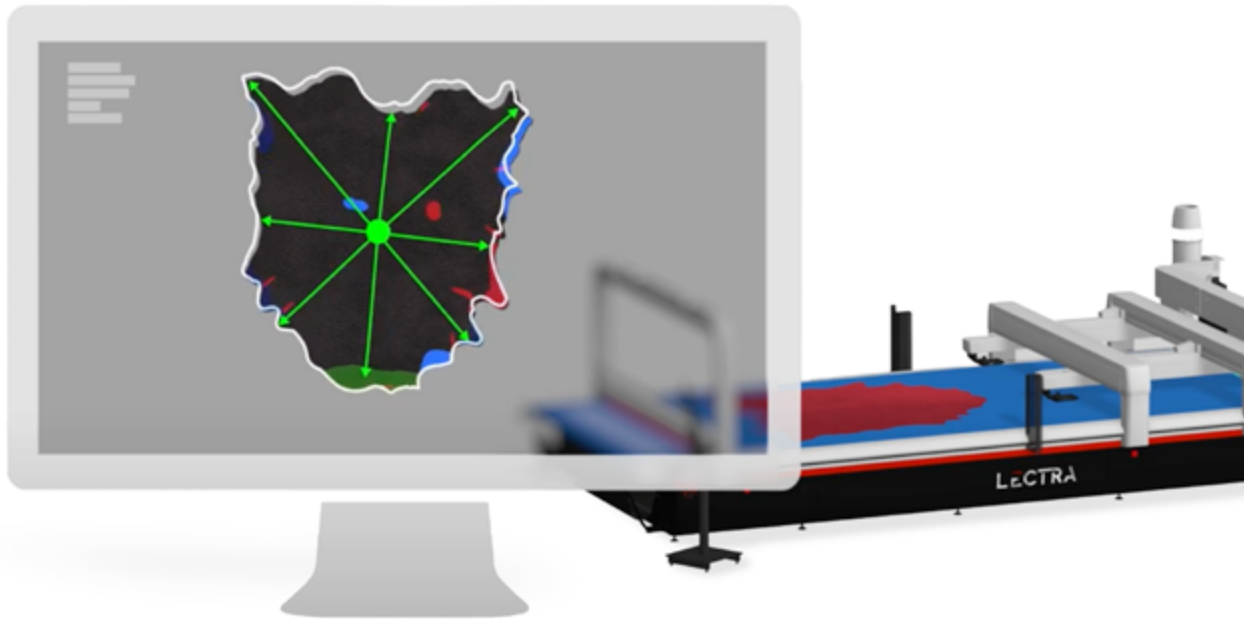


# How a renowned automotive leather supplier improved process agility with Lectra's **Versalis Automotive Digital Marking**



## Paving the Way with Lectra: Making the shift to digital marking and data-driven decisions

A renowned automotive supplier, known for its high-quality components and global reach, has consistently embraced innovation. In their eastern European sites, the company has focused on unique market challenges, optimizing production processes, and improving product quality.

Their relationship with Lectra goes way back, starting with the purchase of their first Lectra solution by 2020. Today, they operate three Lectra equipments and one digitizing table, a collaboration that paved the way for the supplier's participation in the Versalis Digital Marking pilot test.

## Advancing Quality Control with Versalis Digital Marking

The automotive company had previously attempted to implement digital marking using other companies' solutions in 2016, 2017, and 2020 without success. However, their positive experience with Lectra's solutions and support, coupled with their commitment to investing in new technology, motivated them to explore new innovative possibilities with Lectra.

Aiming to enhance hide use, reduce human error, and standardize processes, the company engaged with the Lectra team to develop a solution that optimized efficiency while minimizing training time for their workforce.

Recognizing the potential for significant improvements, the company's decision to adopt Lectra's Versalis Digital Marking solution, aligned with their commitment to innovation and continuous improvement in their production processes.

## A revolutionary time and costs saving innovation

Since implementing Versalis Digital Marking, the automotive supplier has achieved remarkable results in process agility, quality, and cost savings:

- **Time & Cost Savings:** The elimination of manual hide cleaning has significantly reduced labor costs and time expenditure.
- **Improved Hide Utilization:** The solution has boosted hide utilization by approximately 1% and reduced waste, leading to substantial material savings.
- **Enhanced Quality Control:** With hides remaining intact without physical markings, they can now challenge suppliers on hide quality more effectively, even returning subpar hides when necessary.
- **Innovative Technology:** The entire Versalis Digital Marking process represents a leap forward from previous methods:
  - **Conveyor Table:** Replaces stationary tables, dramatically improving efficiency;
  - **Digital Pens:** Used for marking instead of traditional chalk, ensuring precision and cleanliness;
  - **Data-Driven Technology:** Enable traceability of the marking of the cut parts.
- **Exceptional Support:** The automotive company is highly satisfied with Lectra's support. The responsiveness and collaborative approach of Lectra's team have ensured smooth implementation and ongoing success, fostering a true partnership with shared goals.

A company representative emphasized the value of this partnership, stating: "Working with them on this project, we feel like we are working on one team with one goal." This collaborative approach has been crucial to the success of the implementation.

Compared to their previous methods, the Versalis Digital Marking solution has streamlined operations, reduced errors, and provided unprecedented data insights. This has not only improved immediate production metrics but also positioned the company to make more informed decisions about their processes and supplier relationships.

The team particularly highlighted the value of the hide history and database feature:

*With that data, we can check whether suppliers provide consistent quality of hides. We can analyze everything which allows for identification of areas for improvement.*



## Driving Innovation: The road ahead

Looking forward, the automotive company aims to increase the number of hides cut per station, improve process stability, and further innovate in quality assurance, setting new standards in automotive component production.

Their experience with Versalis Digital Marking showcases the transformative impact of advanced digital solutions in the automotive industry.

Emphasizing the strategic value of their investment in Lectra's technology, a representative noted, "Customers want to work with companies that have automated processes because of savings and controlled quality." This collaboration exemplifies how adopting cutting-edge technology and building strong partnerships can elevate manufacturing processes.



## Are you facing some of the same challenges?

We'd love to connect to tell you more about it.

### About Lectra

As a major player in the fashion, automotive and furniture markets, Lectra contributes to the Industry 4.0 revolution with boldness and passion by providing best-in-class technologies.

The Group offers industrial intelligence solutions - software, equipment, data and services - that facilitate the digital transformation of the companies it serves. In doing so, Lectra helps its customers push boundaries and unlock their potential. The Group is proud to state that its 3,000 employees are driven by three core values: being open-minded thinkers, trusted partners and passionate innovators.

For more information, please visit [lectra.com](https://lectra.com)

