

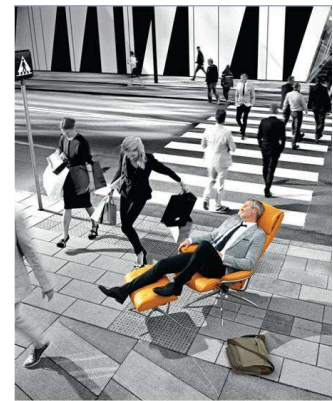
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Ekornes accelerates their automation strategy thanks to Lectra

Versalis® , Lectra’s newest leather cutting solution adopted by the largest furniture manufacturer in Norway as the latest step in a long-term relationship

Paris, March 25, 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 Norwegian furniture manufacturer Ekornes confirms its confidence in Lectra by acquiring 6 additional leather cutting solutions, in addition to the 5 they already have, to automate and optimize their production in Norway and in the US.

Ekornes was founded in 1934, and now employs 1,600 people. It is the largest furniture manufacturer in Norway, with brands including Stressless®, one of the world’s most famous names in furniture, known for the comfort, quality and design of its leather sofas and recliners.



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The company has succeeded because of its ingenuity, technical expertise and stylish execution. Proud of its “Made in Norway” image, Ekornes aims to keep its production operations in-house. This requires cutting-edge skills built on many years' experience.

As Norway is a country where the cost of labor is among the highest in the world and recruitment is difficult due to low unemployment, Ekornes faces two major challenges: increase overall cost effectiveness and preserve the skills and know-how of its workforce. The introduction of new technologies, to stay competitive, is therefore a high priority.

Having worked together for almost 15 years, Ekornes naturally turned to Lectra to help overcome its challenges. Lectra proposed its new VersalisFurniture automated leather cutting solution to replace the traditional die cutting systems previously used by Ekornes. Lectra also made several recommendations to enhance productivity and improve equipment effectiveness. The benefits were immediately apparent: increased production and reduced leather consumption.

Ekornes is using Lectra’s innovative smart services, which enable experts from Lectra to access production data sent by Versalis® in real time, optimizing its leather cutting room: “We have immediate access to the call center experts, field maintenance engineers and professional services teams. We know we can rely on Lectra to give us sound advice and support, with impressive response time,” said Leif-Jarle Aure, Ekornes Technical Director.

“Ekornes chose Lectra for its in-depth understanding of the furniture business and latest innovations. In return, we are able to improve our solution to perfectly fits the needs of these furniture manufacturing companies, looking for operational excellence,” said Céline Choussy Bedouet, Marketing Director for Automotive, Furniture, Technical Textiles and Composite Materials. “In the long term, our goal is not only to maintain performance but to help our customers to continuously improve their business processes.”

About Ekornes

Ekornes ASA is the largest furniture manufacturer in the Nordic region and owns such brand names as Ekornes®, Stressless® and Svane®. Stressless® is one of the world's most famous furniture brands, while Ekornes® and Svane® are the best known brands in the Norwegian furniture market. Products are manufactured in Norway and marketed across large parts of the world by a network of national and regional sales companies. Ekornes' vision is to be one of the world's most attractive suppliers of furniture for the home.

For more information, visit www.ekornes.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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