

## **THE CHALLENGE**

To maintain its industry-leading position on the Chinese airbag market, HMT sought to substantially increase its production capacity.

## **AN AMBITIOUS GROWTH STRATEGY**

China-based automotive airbag supplier HMT New Technical Materials was among the first companies to acquire FocusQuantum OPW for one-piece woven (OPW) fabric. Founded in 2002, the company underwent tremendous growth in a short period, and now ranks number-one in market share in the Chinese airbag market.

HMT devised an ambitious new growth strategy at roughly the same time Lectra launched the revolutionary new laser airbag-cutting platform FocusQuantum, comprising production preparation software, advanced cutting technology and value-added consulting services designed to enable manufacturers to achieve optimal quality and increased capacity.

Implementation of the technologically advanced solution has helped HMT to gain a competitive edge on the thriving airbag market by considerably augmenting production capacity and driving down the overall cost per bag. The company has since followed up with three more units—a second FocusQuantum OPW and two FocusQuantum FT 6K.

RAP