

**With Versalis Automotive Digital Marking,
Lectra offers automotive seat and interior manufacturers a digital
marking solution for leather defects**

**With this new solution, OEMs will be able to optimize their production processes
and reduce associated costs.**

Paris, April 15, 2024 - **Lectra** facilitates the transformation of players in the fashion, automotive and furniture industries by providing technological solutions that accelerate their transition to Industry 4.0. The Group announces the launch of Versalis Automotive Digital Marking, a digital marking station for leather defects coupled with an automatic hide repositioning software. Through the use of data, this offer improves marking accuracy and facilitates decision-making, resulting in lower production costs and material savings.

Highly competitive and still impacted by the Covid-19 pandemic, the automotive industry faces many challenges: high fluctuation in demand, transition to electric vehicles, reduction of carbon footprint, digitalization of production and shortage of skilled labor. Against this backdrop, all automotive suppliers, including leather seat manufacturers, who will equip more than one in five vehicles worldwide in 2024, must strive to constantly improve their production costs in order to reconcile competitiveness and sustainability.

"At Lectra, we firmly believe in the importance of innovation to maintain our customers' competitive edge. Our digital marking solution is unique from the competition thanks to the automation of hide repositioning at the cutting stage. By working closely with key industry players, we strive to actively listen to their needs and challenges, in order to shape a solution that precisely meets their expectations," explains **Maximilien Abadie**, **Chief Strategy Officer and Chief Product Officer** at Lectra.

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