

OPTITEX

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Empowering Future Growth

How Optitex's Flexible and Efficient Solutions Transformed Polipol's Operations

In recent years, the furniture industry has undergone significant changes. For the most part, the global pandemic contributed to this shift, resulting in overall slowdowns, rising raw material costs, and supply chain issues. In parallel, sustainability has been a key focus of the world at large and how to achieve it in concrete, actionable ways, has been at the forefront of Polipol's business. New realities prompted Polipol to reassess its entire workflow with the aim of becoming a fully digital furniture design and manufacturing company. The digital end-to-end process, which integrates a range of solutions, has revolutionized how Polipol operates. By incorporating Optitex's CAD, Nesting, and Cutting solutions—essential elements of this process—the company quickly found the key to its success.

At a glance

Company: Polipol

Location: Diepenau, Germany

Website: polipol.de/en

Story: Founded in Germany in 1990, Polipol has evolved into one of the world's leading furniture manufacturers, with headquarters in Diepenau and production plants across Europe. Every piece of Polipol furniture is meticulously crafted, from the initial drawing, down to the final seam, reflecting the company's unwavering commitment to design excellence and continuous innovation. Strongly committed to social responsibility, Polipol established a charitable foundation, "Die Brücke zum Leben" (Bridge to Life), providing vital assistance to orphans and children facing challenging social circumstances.

Openness and connectivity are key

A top priority for Polipol was the implementation of an end-to-end digital process, which resulted in the development of its three-pillar strategy (CAD, Nesting, Cutting). Based on three core software solutions, albeit, supplied by different vendors, this strategy enabled solutions to work seamlessly together and also integrate with a wide range of other software solutions. This strategy sought to make Polipol's workflows as efficient, digital, and as flexible as possible. "Using Optitex aligns with our three-pillar strategy. The software's ability to operate with other software and hardware, rather than being confined to a closed ecosystem, was a key factor in our decision to incorporate Optitex's 2D solution into our strategy," said Robin Lemstra, Head of Digitization Management.

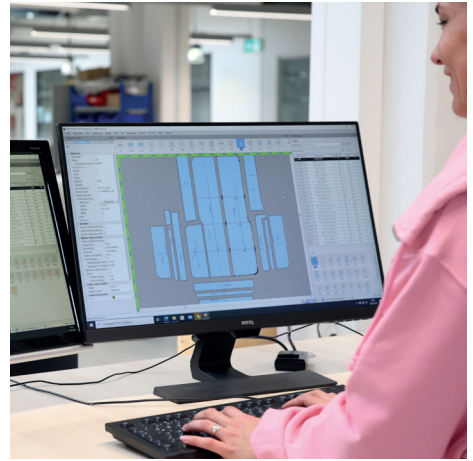
Polipol was particularly impressed by Optitex's commitment to understanding and evolving with the needs and preferences of their customers. "During the pre-sales process, we posed some challenging questions regarding compatibility with other formats," said Lemstra. "Optitex's response was to proactively seek solutions, demonstrating their collaborative approach."

The importance of conversation

Another key factor for Polipol was their extensive pre-existing data that required conversion. "There are some 100,000 patterns and most of these patterns are still in use," said Lemstra. "Optitex's ability to convert data from other programs was a very important aspect of why we chose them. Without this capability, we would have had to recreate all of our patterns, which would've been a huge amount of work. Optitex converted all this data for us, making the process seamless and saving us an incredible amount of time and resources, making our transition to a fully digital company much more manageable."

The right choice for now and the future

Optitex's flexibility and professionalism are instrumental in helping Polipol achieve its broader objectives. "Choosing Optitex has proven to be an excellent decision, significantly helping us in our journey to becoming a sustainable company, which is a long journey," said Lemstra. "The furniture industry has come a long way," Lemstra added, recognizing both Polipol's extensive journey and Optitex's significant role in it. "The step towards industry 4.0 and to becoming a fully digital company, is a big step. Optitex is an important partner and active partners are essential for us to achieve our digitalization goals."



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ROBIN LEMSTRA HEAD OF DIGITIZATION MANAGEMENT