



ARTICLE

HOW LECTRA'S CLOUD NESTING SOLUTION SUPPORTS TEXTILE PLAYERS' CSR STRATEGIES

The biggest challenge for the textile industry today is combining profitability with sustainability. It takes competence, strategy, and tools to address this issue and to make fashion players' Corporate Social Responsibility (CSR) go live. At Lectra, CSR is precisely what drives our 4.0 strategy and our offer, starting with advanced solutions for waste reduction.

While Corporate Social Responsibility business models are becoming widespread in most industries, fashion is truly where they have become an imperative. Long considered as a guilty player in terms of sustainability, the textile industry is held accountable for extensive pollution and resource depletion on a global scale, with responsibilities ranging from greenhouse gas emissions, wastewater, and landfill escalations. As environmental concerns grow and resources become scarcer, it has now become crucial for fashion players to adopt sustainable practices and minimize waste throughout their production process.

On average, in Europe alone, the use of textiles per person represents 391kg of raw materials, 9m³ of water and 400m² of land*. All of which results in a total of 4 million tons of discarded clothing each year – also causing substantial revenue losses for the industry.

Though these figures remain alarming, they also reveal great potential for improvement: **the smallest inch of saved fabric multiplied by very large production volumes entails massive waste reductions** with a significantly reduced environmental footprint and increased financial savings.

→ [Read more](#)

#1

Addressing the waste challenge where it begins and impacts most

For Lectra, CSR goes beyond strategy - it is imbedded in our DNA since our inception. With a long-proven track record of providing agility and efficiency-driven solutions to all levels of the textile industry (from product development, to cutting rooms and retail), our starting point and focus has always been to help fashion players achieve environmentally friendly and cost-effective production, with user-friendly tools that help alleviate arduous tasks, mental workload and human error.

Given that cloth is the biggest production expense for fashion brands and that the making of **one garment can generate up to 20% waste**, the cutting room - where most fabric is discarded - is a good place to start. The key to scrap-reduced cutting is optimized nesting: the process of laying out cutting patterns on raw material to avoid waste. This highly-sought-after competence is crucial to fashion houses, as it requires specific skills and proven experience. From a financial perspective, fabric is the most significant factor of a garment's cost. It accounts for 60 to 70% of its total cost. Beyond efficient design, good marker nesting therefore ensures that the investment in fabric is used to the maximum and money doesn't go to waste. Efficient nesting has a dual impact: improved environmental footprint and financial savings. It offers a competitive advantage and a lever for positive change.

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#2

Steering CSR strategies with Lectra's nesting solutions

At Lectra, we develop advanced solutions to help our customers drive their digital transformation, each step of the way. **Materials account for over 90% of CO₂ emissions generated during the entire lifecycle of a cutting room.** Given the extensive amount of cloth that comes into this room, **reducing it by 1% over its entire lifetime takes its carbon footprint down massively***. And nesting, with its impact on fabric savings and waste reduction, often comes first in this journey. Cloud-based nesting solutions are a powerful tool to help fashion brands and textile producers meet their corporate economic and CSR objectives.

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FLEX OFFER

by LECTRA

Flex Offer by Lectra is a **cloud-based, automated nesting solution** that addresses apparel suppliers' unique marker-processing needs.

HOW IT WORKS

Flex Offer proposes automatic calculation of the ideal distribution of cutting patterns. It analyses the parts (shapes) to be produced at a particular time.

Using algorithms, it then determines how to layout these parts to produce the required quantities, while minimizing the amount of space between the patterns (wasted fabric).

Its direct benefits: Lectra's Flex Offer

- Improves marker efficiency (the higher the marker efficiency the less fabric is used)
- Speeds up creation (production patterns may be developed on the computer and/or digitized or scanned into the computer and stored in the cloud)
- Reduces operational costs and inventory expenses (fabric volumes are adjusted and offcuts are reduced)
- With an optimized use of fabric, it also enables in-full deliveries
- Shortens response time (previous markers are saved in the cloud and can be retrieved for new collections)

Lectra's Flex Offer also addresses costing and procurement needs with its two additional activity streams: Cost & Bid and Procurement. It enables to evaluate fabric needs quickly and accurately, with the flexibility to prioritize speed, efficiency, or balance the two, within each stream.



Additionally, with our Flex Offer – one of the most precise and optimized nesting solution on the market – nesting can be made remotely (no need to be in the cutting room) and during the cutting process – offering more **flexibility** and **time savings**.

Beyond environmental concerns, digitalized nesting addresses the sustainability of human skills. It enables to store, hone, and replicate precious inhouse know-how. Human skills remain within the company and can be capitalized on. This answers yet another corporate CSR concern.

Flex Offer by Lectra offers **1 to 3% savings on fabric** – which represents considerable savings given the massive amounts of cloth used in fashion

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We need a more efficient marker-making solution that is able to process complex markers in a short period of time, and Lectra's Flex Offer can help us improve fabric yield by almost 1%.

Xu Xuefen
General Manager,
Shantou Q One Garments Co



#3

Saving beyond waste: saving competitiveness through industrial transition

Addressing waste reduction on every front is crucial for the textile industry to transition towards a more sustainable future. Fabric waste reduction through innovative nesting solutions is but one approach, but it is essential as it impacts waste where it matters most.

Embracing sustainable practices often means higher upfront costs, but the investment is worthwhile because failing to do so can jeopardize corporate reputation and generate potential future expenses. At Lectra, we see **digital transition investments as sustainability assets.**

They reduce fashion players' environmental impact, allow them to comply with growing regulations, generate **cost savings, enhance operational efficiency,** and **improve their overall sustainability profile** - enough to tick all the boxes of their CSR strategy.

There will be **no fashion without CSR:** they are indissociable – a winning combination for a more responsible future!

