



## **E.J. Victor subscribes to Plataine's WoodOptimizer Software as a Service (SaaS)**

**Plataine's Subscription model allows E.J. Victor to join the ranks of large companies using WoodOptimizer (formerly NESTERwood), with minimal upfront costs, faster time to value and usage-based payments that are closely coupled with the value received**

**High Point, North Carolina Aug 23rd, 2010** – E.J. Victor, headquartered in Morganton, North Carolina, subscribes to WoodOptimizer, taking advantage of a fundamentally faster, less risky and more cost-effective alternative to the traditional software purchase model.

“Using WoodOptimizer on a subscription basis allows us to reap the benefits of a powerful package like WoodOptimizer, which was previously only available to much larger manufacturers”, says Mark Hord, Lean Manufacturing Manager at E.J Victor. “Initial tests have already shown expected savings of over 10% in raw material as well as increased productivity, easily justifying the affordable monthly fee”, Hord adds.

WoodOptimizer enables upholstery manufacturers to respond to market changes and remain viable in an increasingly competitive global environment that includes customer demands for made-to-order, just-in-time products at competitive prices. WoodOptimizer's RollingNest™ automatically optimizes the placement of pieces from one or more orders on multiple sheets of plywood, resulting in material yields that are consistently higher than any other solution.

By generating efficient tool paths, WoodOptimizer also improves the productivity of CNC routers.

“By offering our market leading WoodOptimizer software on a subscription basis, we are now opening the door to new users who previously could not approve the capital expense, or did not have sufficient volume to justify it”, says Avner Ben-Bassat, Plataine's President. “With the subscription model, payment becomes a usage-based operational expense, which does not require any capital budgets or a long-term commitment.”

### **About E.J. Victor Furniture**

E.J. Victor was founded by Edward W. Phifer III, Joseph B. Manderson and John Victor Jokinen in 1990 to pursue the art of creating furniture excellence. E.J. Victor's quality handcrafted furniture in finishes ranging from the cutting-edge exotic to the time-tested traditional. Styles cover the spectrum with looks from the Newport Mansions Collection and designers Carol Bolton, Julia Gray, Caroline Faison and Randall Tysinger. To this day, E.J. Victor maintains an unwavering commitment to preserving time-honored, quality construction methods used to create exquisite furniture for the home. For more information, visit E.J Victor at:

<http://www.ejvictor.com/>

### **About Plataine**

Plataine is a leading provider of production optimization solutions for manufacturers of metal, wood, textile and composite-material products. Plataine's production optimization solutions enable manufacturers to be more competitive by increasing material utilization, improving productivity, and shortening manufacturing cycles to ensure on-time delivery of products to customers. Plataine's solutions are used by hundreds of manufacturers worldwide, including Bassett Furniture, Bernhardt, Century Furniture, Drexel Heritage, Ethan Allen, Ford, General Motors, The Gap, Hagger, Nike, and Wrangler. For more information, visit [www.plataine.com](http://www.plataine.com) or contact your local Plataine office.