



Hooker Furniture deploys Plataine's TPO WoodOptimizer™ and Scheduler solutions at its Sam Moore and Braddington Young subsidiaries

Integrated solution drives double digit material savings, significant reduction in waste and dramatic increase in throughput and process automation

High Point, NC, February 20th, 2013 – Hooker Furniture, headquartered in Martinsville, VA successfully implemented Plataine's production optimization software to increase its manufacturing yields through better material utilization, reduced waste and overall operational costs savings.

With the new installations, both companies are now seeing significant increase in production efficiency, as described by David Davis, Director of Engineering at Hooker Furniture: "We were looking to improve the broader **manufacturing** metrics, beyond the focus on material of nesting-only software. TPO," Davis explains, "allowed us to cut frames Just-In-Time (JIT) and reduce our Work-In-Process (WIP) inventory while our parts require practically no downstream operations prior to assembly. Within a relatively short period we were able to see considerable plywood savings and become more efficient in both material and labor".

Plataine's Total Production Optimization (TPO) WoodOptimizer™ enables upholstery manufacturers to quickly 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 and contributes to an overall automated and optimized production process. WoodOptimizer is also offered as a Service - SaaS - a fundamentally faster and more cost-effective alternative to 'traditional' (on premises) software installations. The SaaS model offers minimal upfront costs, faster time to value and ongoing payments that are closely coupled with the value received.

Plataine's TPO Production Scheduler compliments WoodOptimizer™ by offering automatic and optimal assignment of work to the appropriate work centers and machines, delivering its nests and cut-path directly to the routers while providing manufacturing information to station operators, through user-friendly touch-screen terminals and real time progress reports.

"Hooker's selection of our TPO WoodOptimizer and Scheduler solutions came after a thorough due diligence process, highlighting our technological and market leadership. At the core of our partnership with Hooker stands their strong commitment to production efficiency and quality, pushing these envelopes far beyond the capabilities of standard nesting software", said Avner Ben-Bassat, Plataine's President & CEO.



About Hooker Furniture

Hooker Furniture, founded in 1924 in Martinsville, Va., is a complete home furnishings resource offering the world's greatest selection of quality home entertainment, home office, accent, dining and bedroom furniture, as well as leather and custom seating. During over 85 years of operation, Hooker Furniture sought to display integrity in its relationships with employees, customers, sales representatives, suppliers and the local communities in which it lives and works. Product integrity also is paramount. With a goal of enhancing quality of life for all the people it touches, Hooker Furniture strives to be financially, socially and environmentally responsible.

About Plataine

Plataine Inc. is a leading provider of production optimization software solutions for manufacturers of composite-material, wood, textile, foam and metal 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 Ashley Furniture, Basset Furniture, Century Furniture, Ethan Allen, Flexsteel, Haworth, Interstate Foam & Supply, Lazar Furniture, Steelcase and more.

For more information, visit www.plataine.com or contact your local Plataine office.