

Nowy Styl Group, Leading European Furniture Group, Selects Dassault Systèmes' 3DEXPERIENCE Platform

“My Product Portfolio” Industry Solution Experience Helps Improve Collaboration and Processes, to Develop Innovative Products and Accelerate New Product Introductions

VÉLIZY-VILLACOUBLAY, France and KROSNO, Poland — June 16, 2016 — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced that [Nowy Styl Group](#), a European leader in comprehensive furniture solutions and the third largest manufacturer of office furniture in Europe, has selected the [“My Product Portfolio”](#) industry solution experience to design, develop and deliver more innovative products and accelerate new product introductions.

Nowy Styl Group's six brands, offices in 17 countries and network of designers and suppliers furnish customers in 100 countries, introducing forward-thinking product development and manufacturing methods such as chair components made from recycled plastic or thermal energy produced from wood waste. Workstations, conference spaces, reception areas, hotels, restaurants, cinemas, stadiums and auditoriums all seek durable, reliable and ergonomic furniture installations that are esthetically pleasing and contribute to the end-user experience in each environment.

Based on Dassault Systèmes' 3DEXPERIENCE platform, the “My Product Portfolio” industry solution experience provides a unified, digital environment to support and improve complex global product development processes related to prototyping, product configuration, design, market studies and multi-disciplinary collaboration. It also brings collaborative innovation to address data and processes for engineered products. Nowy Styl Group can implement design-for-cost strategies and launch products faster and in compliance with sustainability targets and safety norms. It can test and validate designs and simulate products in a virtual environment. Nowy Styl Group can ensure manufacturability early on, as well as leverage 3D representations of products and collaborative applications to communicate both internally and with clients.

“Each of our customers has specific needs requiring individual analysis, space planning and customized production and we pride ourselves on concepts that balance design and engineering,” said Tomasz Bardzik, CTO, Nowy Styl Group. “Dassault Systèmes' industry solution experience helps our technical departments, personnel, partners and suppliers better communicate and monitor and detect issues early in the development process to optimize product quality. These capabilities reduce development and manufacturing time and costs and improve our time to market.”

“Innovative and dynamic hard goods companies like Nowy Styl Group can benefit from intuitive technology environments that offer a new experience in collaborative innovation for engineered

products,” said Susan Olivier, Vice President, Consumer Goods and Retail Industry, Dassault Systèmes. “‘My Product Portfolio’ brings mechanical engineering, enterprise collaboration, production configuration and program management applications to imagine, design and deliver the right products to their customers.”

For more information on Dassault Systèmes’ industry solution experiences for Consumer Goods & Retail, visit: <http://www.3ds.com/industries/consumer-goods-retail/>

About Dassault Systèmes

Dassault Systèmes, the 3DEXPERIENCE Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes’ collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 210,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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