bru
Passion for Fabrics

The potential of digital twins

Wood.be webinar

Nice to e-meet you!

- **Founded in 1995** by Gary & Jason Neiman
- Clients in **100+ countries**
- **1000+ employees** in the group

Bru will lead the way to make the textile industry future proof in an evermore digital world. We are in this together.

– Jason Neiman

Products we focus on...

Upholstery Fabrics

Curtain fabrics

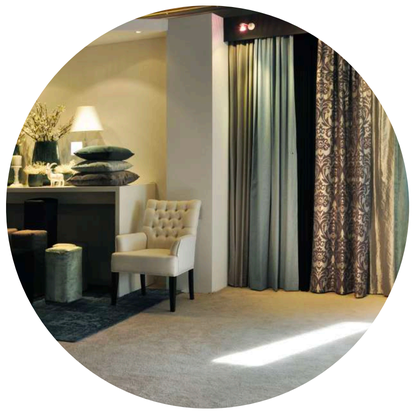
Accessories

Digital Fabrics

Segments we focus on...

Wholesalers

Manufacturers



Retail (Online/offline)

Designers & architects

Contract

Our performance brands

FR-One

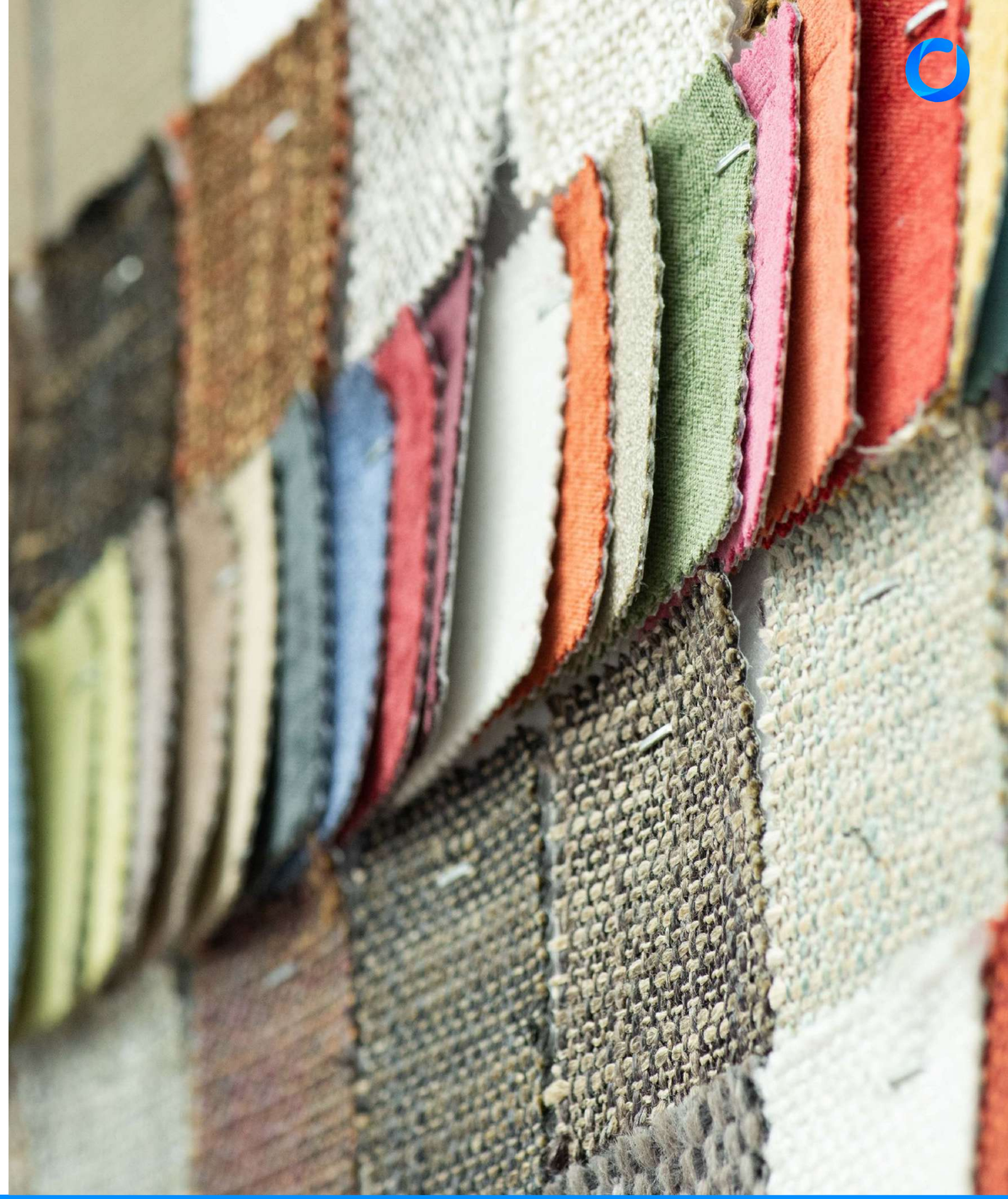
Fire Retardant Furnishing Fabrics

https://www.fr-one.com

FibreGuard

Stain Free Technology

https://fibreguard.com



Obru 1.0

The traditional showroom model
Geographical presence is key

The traditional marketing model
Photoshoot, images of key SKUs

The traditional sampling model
Books & feelers

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Geographical presence is key

The traditional <u>marketing</u> model
Photoshoot, images of key SKUs

The traditional <u>sampling</u> model
Books & feelers

One day in 2016…

"Visualization could transform distribution"

Visualisation **is transforming** *distribution*

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bru 1.0

bru 2.0

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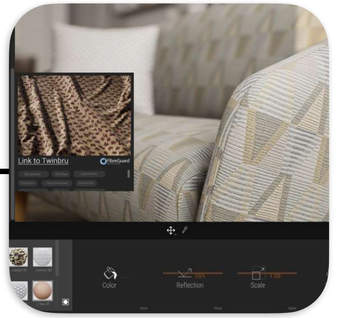

The hybrid showroom model
Online library presence

Visualisation **is transforming** *distribution*

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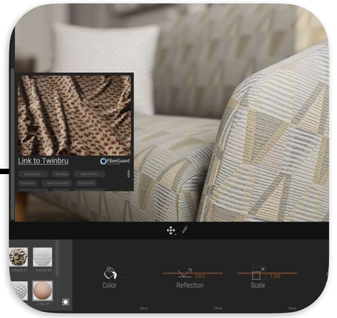

The hybrid showroom model
Online library presence

Next level marketing
Close the imagination gap on scale

Visualisation **is transforming** *distribution*

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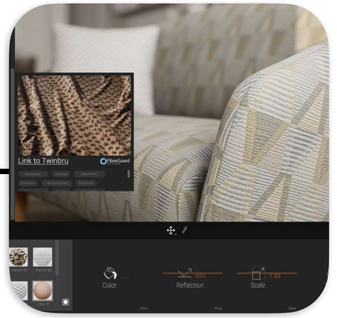

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The traditional sampling model
Books & feelers

The hybrid sampling model
Sustainable hybrid sampling

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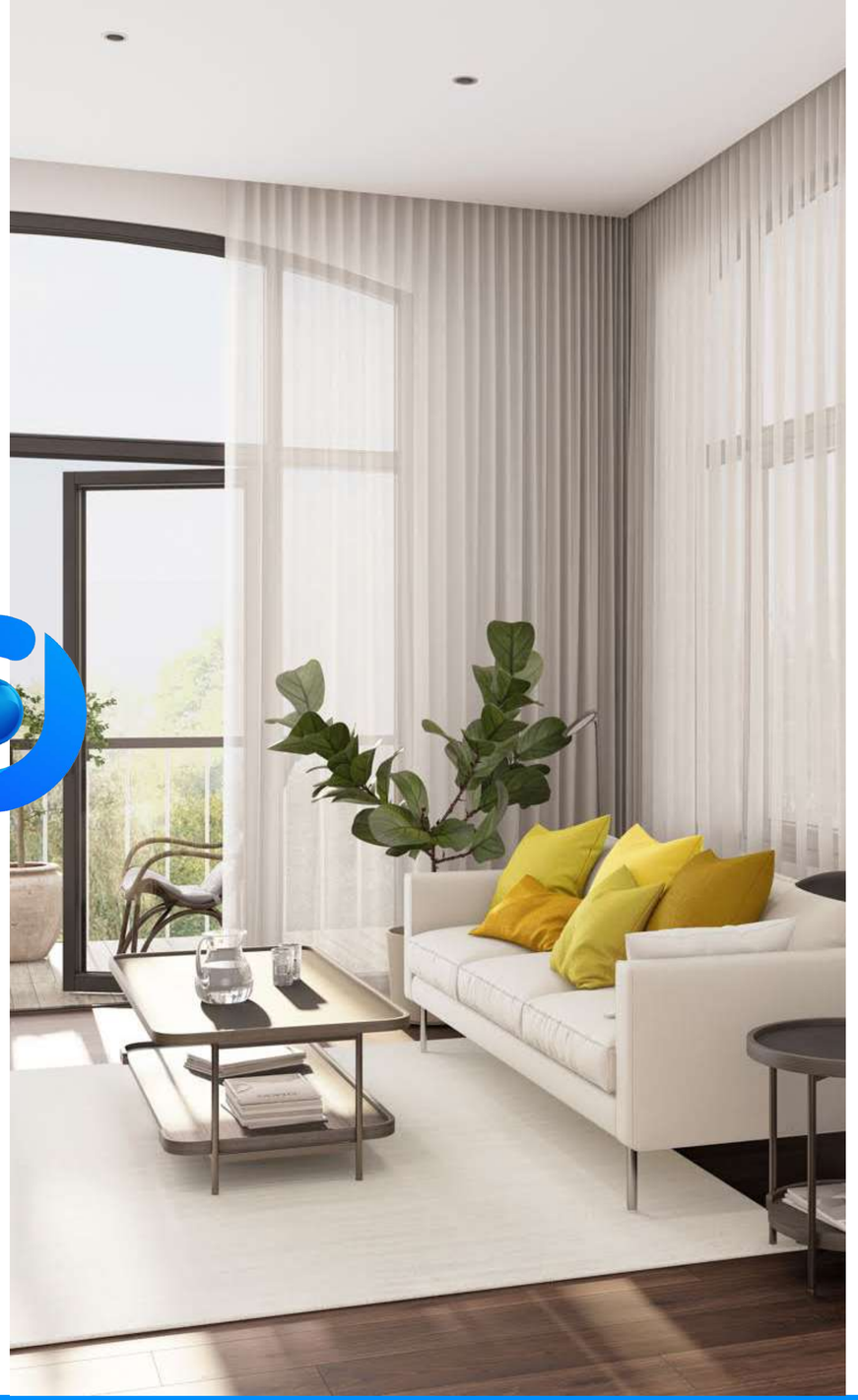
The Hybrid Showroom Model

A digital twin is an exact digital representation of a physical product

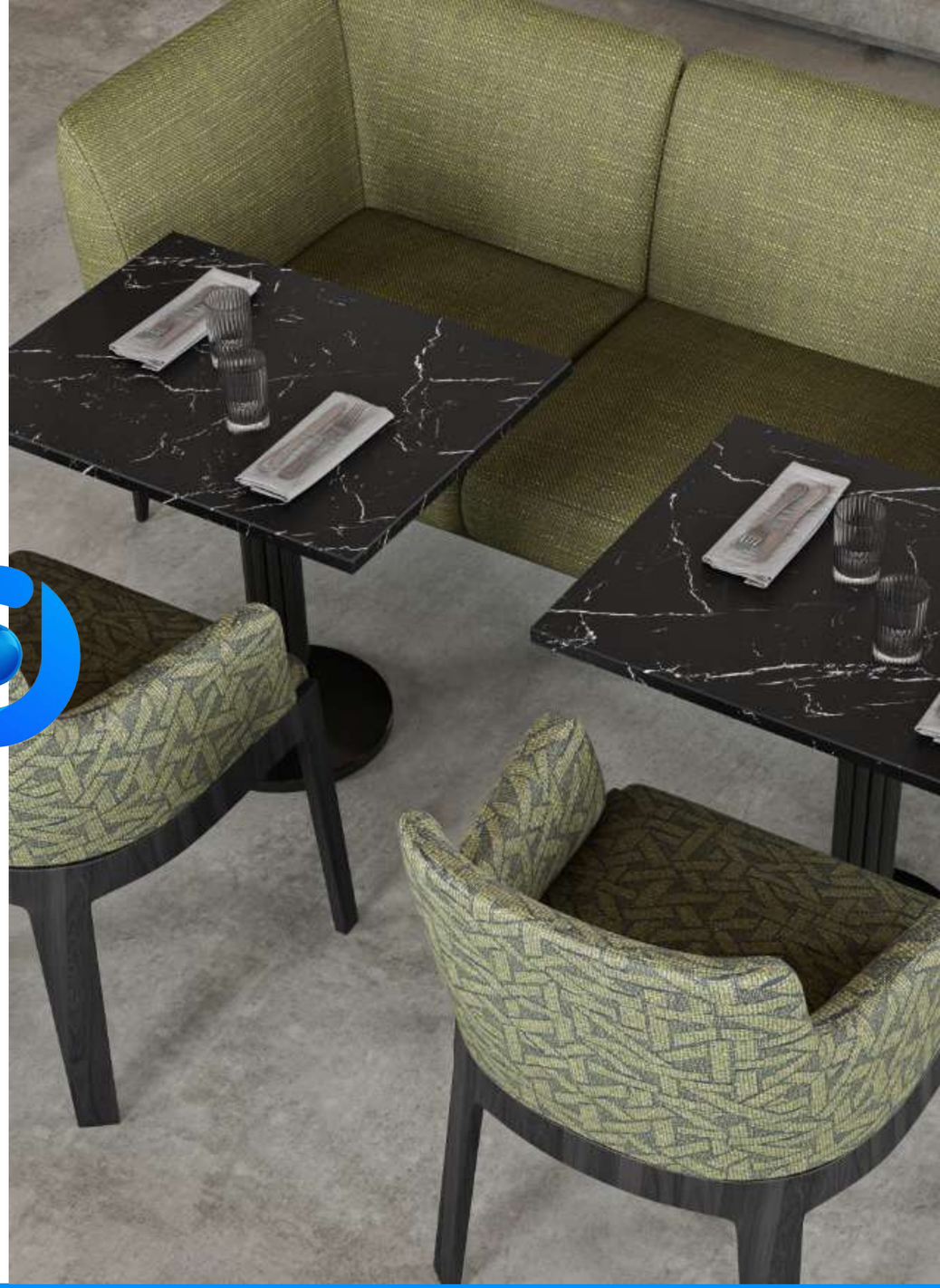
Modeling

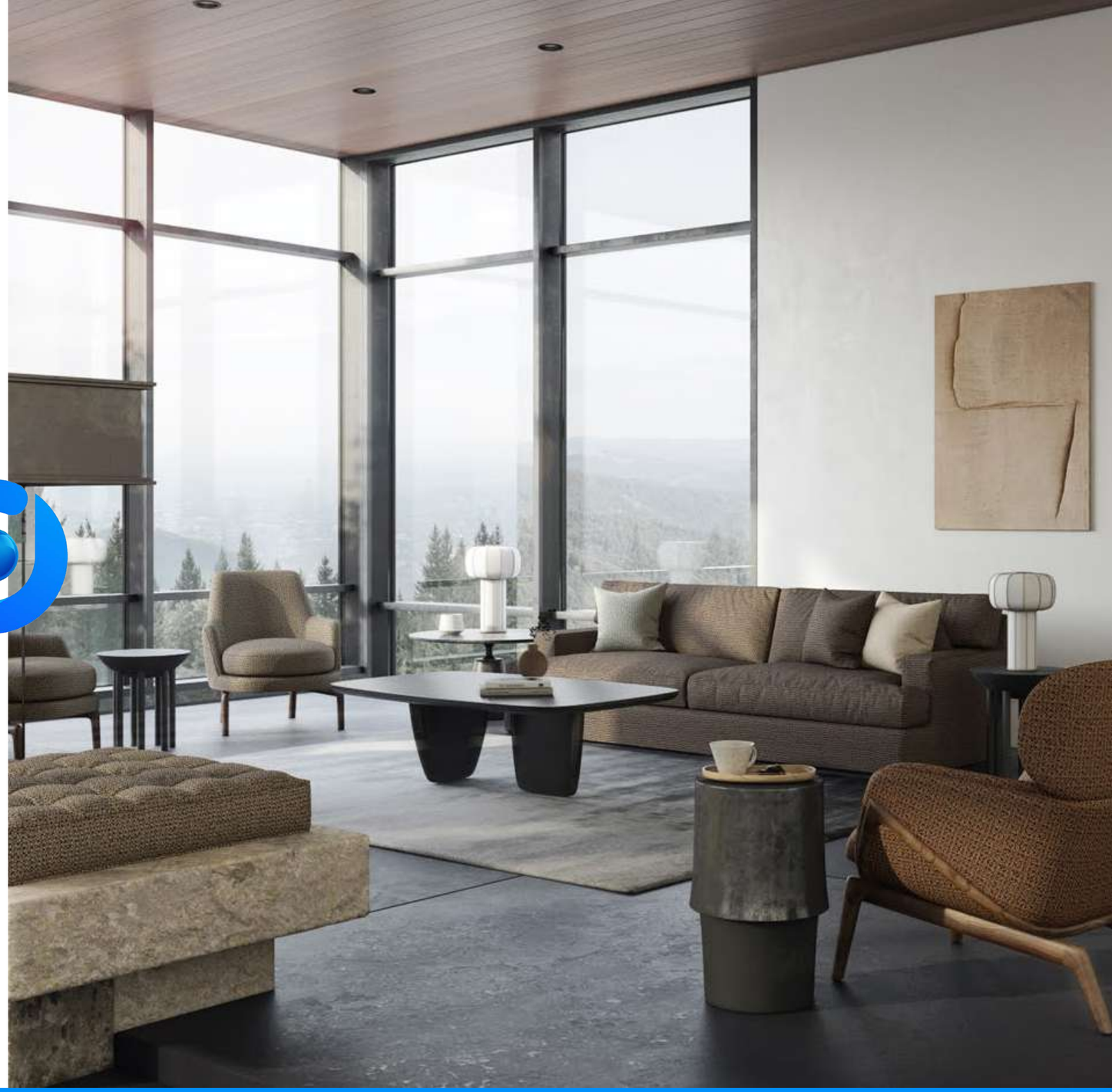
Texture

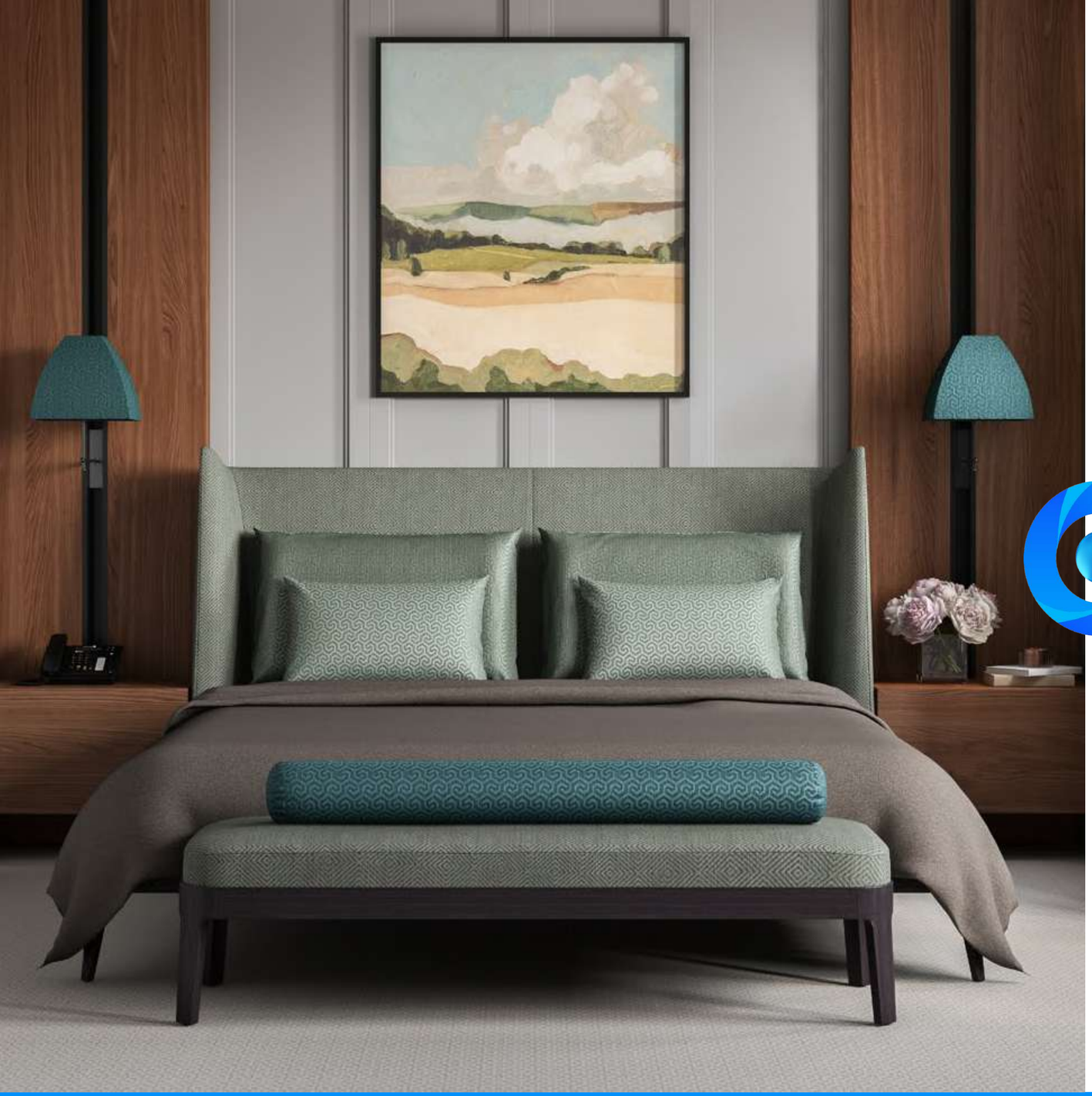
Assemble digital twin



BEREAL







The hybrid showroom model

Online library presence is key

“Today it is strange to find a digital twin of a physical product, in the future ***it will be strange if you don’t”***

Strong Partnerships

Build a shortlist of intense partnerships with top tools, libraries and platforms to be were the customer is. We will not put them everywhere, but collaborate with partners that get the visions and are willing to go the extra mile.

EPIC GAMES NVIDIA CHAOSGROUP

And many others…

Designers & interior architects design projects with a few global platforms

chaos V-Ray

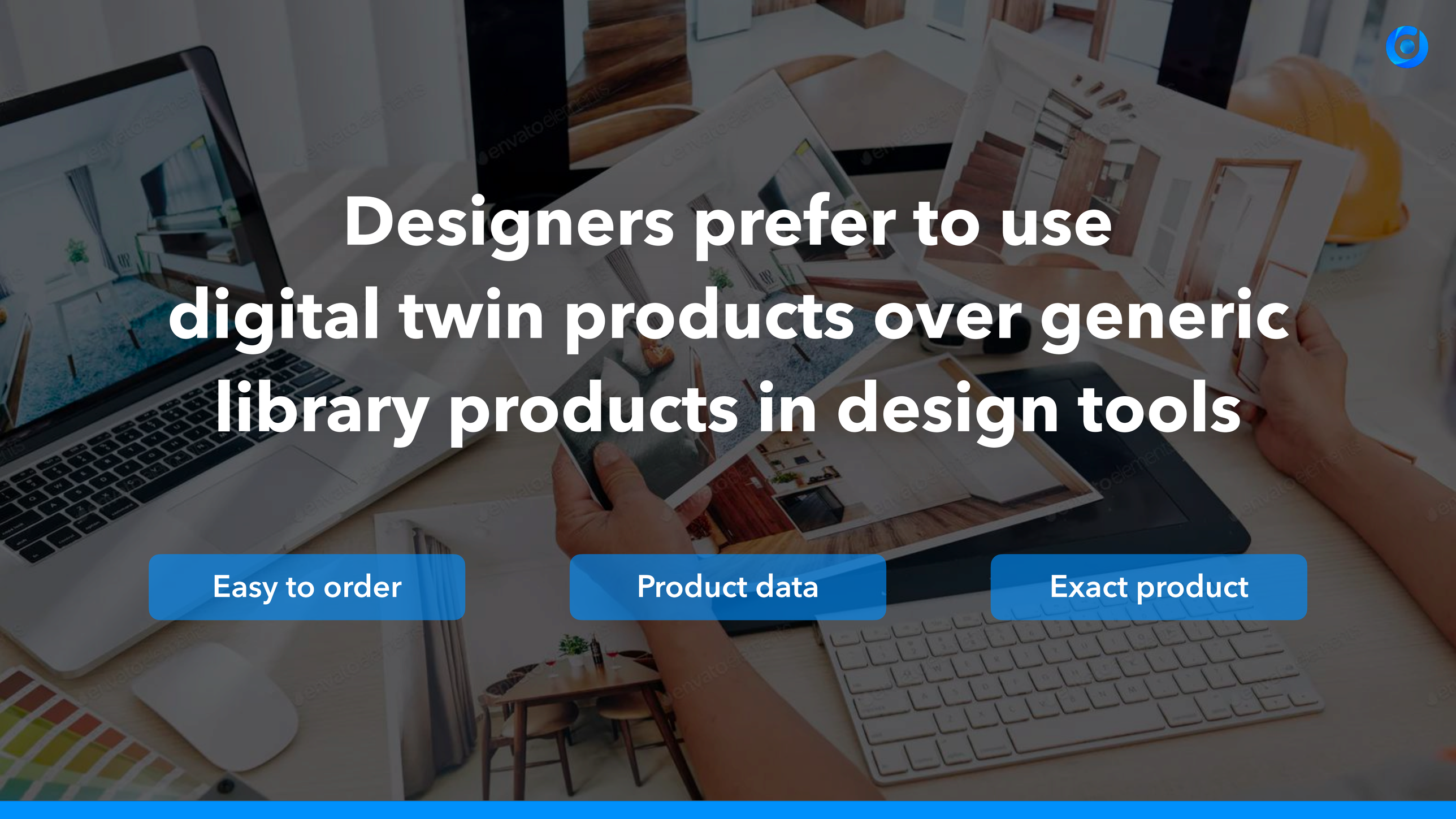
blender

AUTODESK 3DS MAX

SketchUp

Rhinoceros
modeling tools for designers

...



Designers prefer to use digital twin products over generic library products in design tools

Easy to order

Product data

Exact product

chaos Cosmos

3D Models HDRIs Creators

Search

Get as

Welcome to Chaos Cosmos

Your universe for smart V-Ray content

Explore

Browse by Category

Browse by Space

Living Room

Kitchen & Dining

Bathroom

Bedroom

Office

Restaurant & Cafe

Retail

Urban

Recently added

Future benefits

Brands & products will get marketing reach to millions of designers worldwide

The team can do rapid prototyping with new materials and create beautiful marketing shots in minutes