

Brick Fabrication Ltd.

Customer Success Story

Autodesk® Inventor®

We were impressed by the concept of Digital Prototyping and quickly appreciated its potential to revolutionize the way we do business. By enabling us to use a digital prototype to design, visualize, and simulate our products, Autodesk Inventor software helps us communicate more effectively, reduce errors and rapidly deliver innovative products to the marketplace.

—John White
Director
Brick Fabrication Ltd.

A solid foundation

Brick Fabrication uses Autodesk® Inventor® and Digital Prototyping to make innovative new designs a reality.

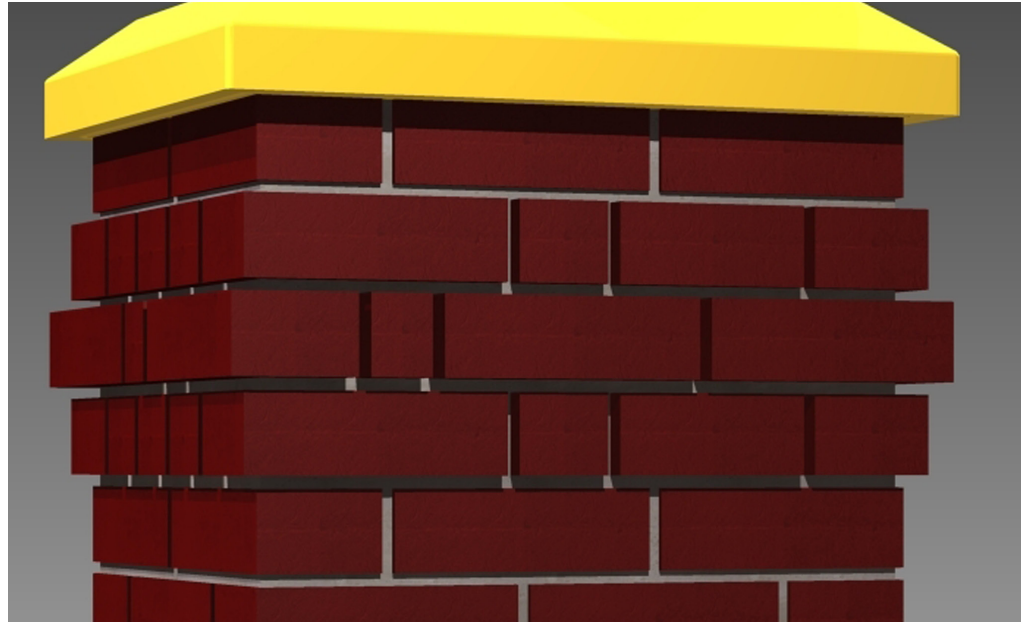


Image courtesy of Brick Fabrication Ltd.

Project Summary

While some businesses pull back in a tough economy, Brick Fabrication Ltd. sees it as a time of opportunity. The Wales-based company makes arches and chimneys for the homebuilding industry, and its director, John White, believes manufacturers need to prepare themselves for the upturn and help accelerate its onset. “It’s vital to continue to invest and innovate during tough times,” he says, and he points to the fact that Brick Fabrication recently bought a new factory to increase its capacity for launching new products.

Brick Fabrication has also opted to take greater control over its design processes by bringing its CAD work in-house. When its Autodesk® partner, Envisage, outlined the range of design solutions, the company decided to move beyond 3D with Autodesk® Inventor® software and a Digital Prototyping solution. The strategy has paid rich dividends, enabling the company to:

- Realize a payback on its software investment within months
- Accelerate its overall development process by 50 percent
- Communicate with customers effectively to win more business
- Rapidly deliver more innovative and complex product designs

The Challenge

Brick Fabrication sought to change the game by significantly expanding its product range. As White explains, “Before we moved to Inventor and 3D design, we would often manufacture products that we had never drawn previously. The process worked effectively enough, but if there was a problem, it was difficult to pinpoint exactly where it had occurred. As a result, we were reluctant to develop complex designs.”

The Solution

Using Inventor software has helped Brick Fabrication to reduce waste and rework, as every job going through the factory now has a 3D model associated with it, together with key metadata – both key advantages for the company

“We were impressed by the concept of Digital Prototyping and quickly appreciated its potential to revolutionize the way we do business,” says White. “By enabling us to use a digital prototype to design, visualize, and simulate our products, Autodesk Inventor software helps us communicate more effectively, reduce errors and rapidly deliver innovative products to the marketplace.”

Autodesk®

Brick Fabrication realizes a payback on its Autodesk software investment within just a few months.

Brick Fabrication has also benefited from the software's ability to automate the advanced geometry creation of intelligent components. According to the company's design and development manager, David Rees, "Using Inventor software as the basis of our approach to Digital Prototyping has helped reduce overall development time by 50 percent. The ability to visualize the product and view all relevant data has helped us to be more accurate in what we do, and to provide higher quality products."

"Working with Inventor software in a 3D environment makes the whole process much simpler," Rees continues. "We can easily see how all the design components can best be assembled and how they work together as a coordinated whole. At the same time, it is much easier and quicker to produce associated parts lists and bills of materials."

A Customer Perspective

Autodesk Inventor software has also helped Brick Fabrication communicate more efficiently and effectively with existing and prospective customers. Having all the relevant data and diagrams available in one place has allowed the company to respond more quickly to client inquiries. Rather than taking several days to get back with a reply—as was often the case previously—drawing files can now be emailed to clients within hours, if not minutes, to secure orders.

"Another bonus in differentiating ourselves from the competition is the ability to transfer high-quality CAD files into promotional materials," says White. "With Inventor software, we have been able to significantly increase the quality of our marketing collateral and show our customers exactly how the final versions will look and work in the real world. We are winning new business as a result, and the payback on our investment has been just a few months, much quicker than we had ever anticipated."

The Result

There are clearly benefits to be had for Brick Fabrication, which is prepared to invest in the future and make a genuine commitment to Digital Prototyping and the innovative design strategies that it supports.

"Using Inventor has allowed us to significantly expand our portfolio and increase our overall revenues. Approximately 30 percent of our sales today are products that we did not make before implementing Inventor. We won that business as a direct result of our ability to deliver high-quality 3D digital designs."

In fact, the benefits are so extensive that Brick Fabrication increased the size of its new factory, and is further expanding its product range—moving ahead of the competition in a tough economy.

For More Information

To find out how Autodesk Inventor can help you increase innovation by moving you beyond 3D to Digital Prototyping, visit www.autodesk.com/inventor.

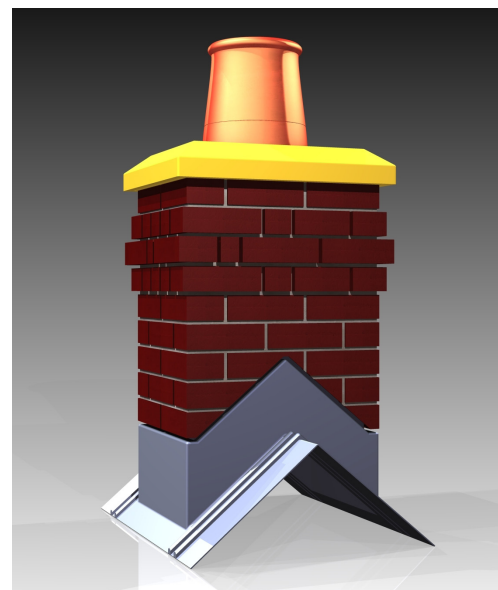


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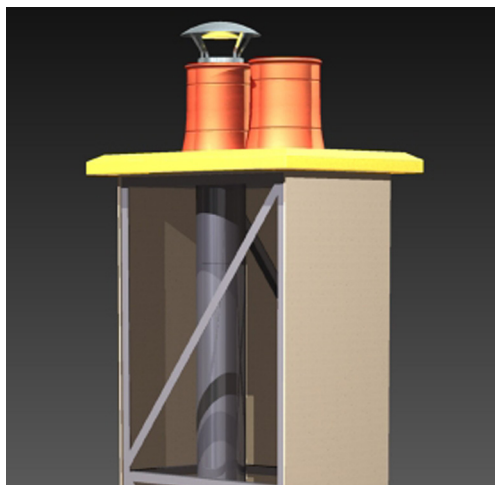


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