

MOTHERING INVENTION WITH 3D PRINTING

From Concept to Market, Eventys Builds Innovative Consumer Products with Dimension's FDM technology

"We use the Dimension 3D Printer for a broad range of applications, from simple models to more complex test parts used to qualify function in safety certification standards "

— Ian Kovacevich, Eventys Vice President of Engineering and Design

After her young daughter spilled Cheerios all over the back seat of the minivan for the (last) time, Melinda Shepard shared the idea of a "spill-proof bowl" with her husband Brad, an engineer. Using 3D printing technology, Eventys – the "one-stop shop for inventors" – turned Shepard's bowl-in-bowl concept to prevent spills into the Gyro Bowl, a marketable end-use product.

Charlotte, N.C.-based Eventys, provides the integrated resources inventors need and helps them turn great ideas – like the Gyro Bowl – into real products every day. Services span from industrial design, engineering and prototyping, advertising and branding, interactive and Web, video production and public relations.

Products Styled for Success with 3D

Eventys vice president of engineering and design, Ian Kovacevich, provides an inside look into his part of the process: product styling and prototyping. "Once the ideation process has taken place, we validate it through consumer research and style the product from sketches to 3D virtual CAD modeling," says Kovacevich. "After conceptualizing several different styles, we build out the leading designs with the Dimension 3D printer and take one to market."

For the Gyro Bowl, Eventys produced a series of builds on the Dimension machine, each more defined than the one before. In fact, the final iteration was so similar to the end-use product that Eventys used the Dimension-produced prototype as a demo for potential retail partners. The Gyro Bowl is now launching in several markets including the U.S., Canada, Mexico, Japan, and Europe with retail, online and TV direct response campaigns.

Feeling the 3D Difference

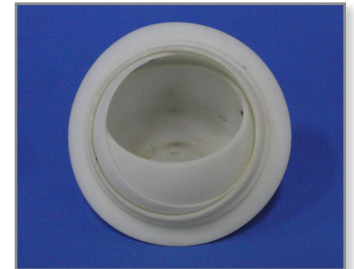
"Often times, it's impossible to make final judgment from a sketch. People can look at a rendering or 3D CAD on a screen, but, sensibly, they're not willing to make a tooling investment decision based on a rendering," says Kovacevich.

By allowing customers to touch a physical prototype, Kovacevich can communicate clearly and quickly to determine whether or not the design is on right track. "You can't say 'yes' to an idea until you can say 'yes' with your eyes closed. We need the reaction from physical touch – too big, too small, too fiddly."

Before the Dimension printer, Kovacevich found the ability to quickly test ideas with minimal setup to be problematic. "We sent 100% of the parts to outside bureaus but explored alternative options when we realized what a day is worth in cost," says Kovacevich. "Now, we can justify running parts several times a week. And it's also a sales tool. We give several tours a day through our offices and the 3D printer is often a favorite stop for potential clients."



A series of Dimension-printed Gyro Bowls ready for market.



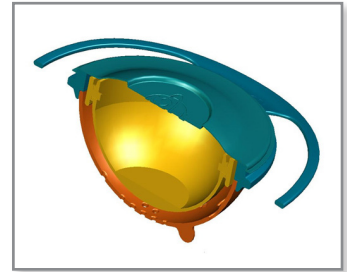
The Gyro Bowl CAD design printed on Dimension 3D Printer.



The Gyro Bowl prototype ready for the final step.

These benefits have proved instrumental for Enventys. "Having the printer speeds our process, which is essential considering we are hired based on our ability to move through the design process quickly and efficiently," he says. "The printer has helped us in our work tremendously. We work all day and print all night. Parts are ready in the morning, and then we're able to make adjustments to the design through the day and repeat."

Aside from the Gyro Bowl, Enventys has found numerous uses for this 3D printing technology. "We use the Dimension 3D Printer for a broad range of applications, from simple models to more complex test parts used to qualify function in safety certification standards – and everywhere in between," says Kovacevich.



CAD design file of the Loopa Bowl.

For more information about Dimension 3D Printers, call **888.480.3548** or visit www.dimensionprinting.com

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