

**An essential tool for everyone on the design team.**

Dimension 3D printing can help you quickly fine tune designs and cut weeks – even months – from your development schedule. Now you can test form, fit and function and explore as many design iterations as you like – over your network, right from your desktop.

How 3D printing fits into the design process.

Stratasys, Inc.  
14950 Martin Drive  
Eden Prairie, MN 55344-2020 U.S.A.  
+1 866.721.9244 US Toll Free  
+1 952.937.0070 Fax

info@DimensionPrinting.com  
www.DimensionPrinting.com



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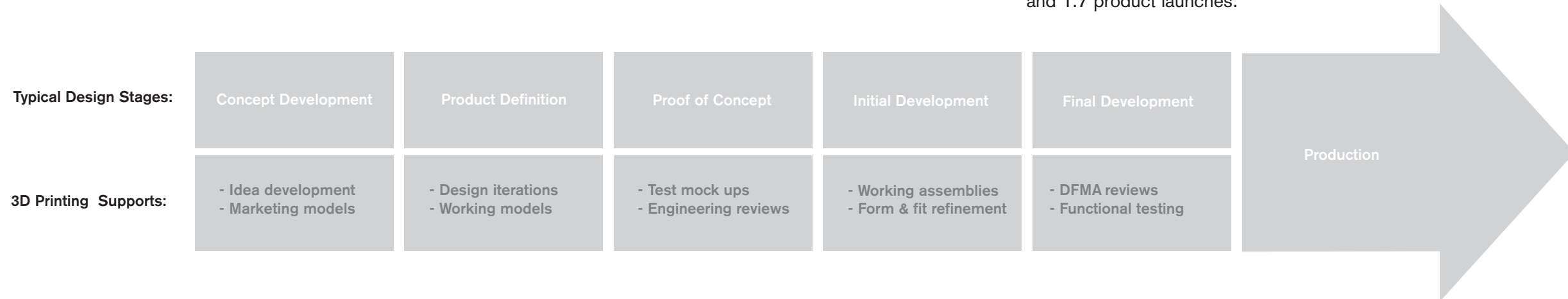
**The high cost of poor communication.**

Communication throughout the design process is critical in the successful development of a new product. Design and engineering changes due to poor communication become exponentially more expensive with each step in the design process. For example, a Wohlers Industry Report notes that a modest engineering change costing \$100 in the Proof of Concept phase of design might cost \$1,000 in the Development phase. That same change could easily cost nearly \$100,000 in the Production stage – and a staggering \$1,000,000 when the product is in the field. 3D printing enables all those involved to review models early on in the design process when changes are less expensive.

Early and continuous collaboration by management, engineering design teams, manufacturing, field service, marketing, purchasing, and vendors is vital to evaluating the feasibility and cost of producing the intended design. 3D printing enables numerous design iterations and first-hand input from everyone involved in the design process based on durable, functional ABS parts.

**Explore more designs more efficiently.**

Each year a considerable number of new product initiatives fail. Analysis of new product development by Greg Stevens and James Burley in their study “3,000 Raw Ideas = 1 Commercial Success” found that in addition to 3,000 raw ideas, a single product success also requires 125 small projects, four major developments and 1.7 product launches.



**Early involvement and improved collaboration.**

Successful product design requires review and input from many sources. CAD files, prints and renderings can be misinterpreted by everyone from design engineers to marketing executives. There's no substitute for the tactile and visual feedback a physical model can provide all participants in the design process.

In a business climate where many companies are asking employees to do more with less, CAD solid modeling and 3D printing capabilities are essential in efficient product design and development. With 3D printing, companies can now experiment with new ideas and numerous design iterations – without extensive time or tooling expense – and determine whether product concepts are worthy of allocating additional resources.

