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MODELS + PROTOTYPES



## STATE OF THE ART DESIGN BROUGHT TO LIFE

PROJECT: State of the Art Design Brought to Life  
CLIENT: Electrolux  
DATE: 18 May 2009  
DURATION:



## PROJECT DETAILS

So you've spent hours slaving over your design and you're finally finished. Now, you need to convert your concept into a tangible object. Model making is the answer, but how do you know who to choose and does it really matter? Model making is a highly skilled profession. It is a complex and creative process, which takes years to perfect. Manufacturing of home appliances is an area where competition is fierce; you can't afford to be second best. So when a model is produced of your latest design it needs to be as good as the real thing. The small details are what can separate one design from another so, in such a competitive environment, precision has never been more important.

Traditional model making helps designers generate a perfect model of their concept. It is flexible and allows full scale models to be created with a finish that looks real. However, not all model makers can produce extraordinary models. If you choose the wrong company you could end up with an inferior model, which can make an incredible design look ordinary. This was the dilemma that Electrolux faced when they needed to get their latest cooking range to the marketplace.

They wanted a model with a high degree of accuracy and a perfect finish. Electrolux chose Ogle Models and Prototypes to bring their vision to life, because Ogle has over 50 years' experience of producing outstanding models for an array of prestigious companies. The new Electrolux model was created using CNC machining, which takes 3-D CAD data and generates a cutter path using the latest VX vision software. This allows them to programme the CNC

machines to supply models, components and patterns from PU model board, plastics or aluminium. The only requirement from Electrolux was a 3D CAD drawing of the design. But why didn't Electrolux go to any modelmaking company, surely any company with CNC machining capabilities can produce the same results?

Ogle Models and Prototypes stand out from all the others because they are practised professionals in this industry. With a workforce combining over 125 years' experience, skill & knowledge, they understand how to get the best out of the machine-driven and traditional techniques. With Ogle, corners are never cut. And for the perfect model, they boast to be one of the best finishers in the business.

In Electrolux's industry, these factors are crucial to the success of the product and they were not willing to compromise the time and effort that they had already devoted to its design. Once the model was built using CNC machining, it was sent to the paint and finishing department to accentuate details. Ogle's trained and experienced professionals hand-finished the model to give it a smooth, sleek appearance. Then, a combination of tinted lacquer painting, metallising and laser etching completed the process to create the model in the photographs seen above, which could easily be mistaken for the real thing.

The time to market is very important for industries that have a large involvement in technology, like Electrolux. Time delays, however short, can mean that you are pipped to the post by your competitor. Most model making companies outsource their finishing processes, but Ogle has everything under one roof, which means a shorter production lead time.

Electrolux is a company that places an importance on the details that matter. They recognised that Ogle take care with the small, but critical, points that can make a big difference to any model. Ogle is ISO 9001 registered and is the only company in the UK to be a 3D Systems Preferred Service Provider, which means that they are one of the most accomplished model making companies around.

**CALL OGLE NOW ON:**

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