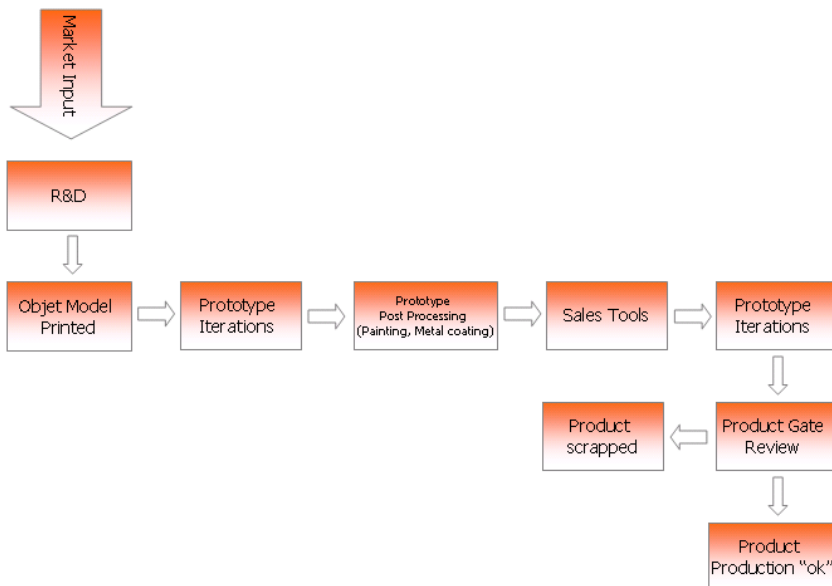Application
Note

Overview

In order for sales representatives to market and sell a product successfully, they need to be able to visualize what the product looks like long before it is complete. Instead of waiting for the production of the final product, sales representatives can save valuable time by showing true-to-life 3D models (Sales Tools) to selected customers very early in the product development stage. This enables companies to receive crucial feedback and implement this feedback long before production starts. In this manner, companies can evaluate whether future products will generate revenue and ensure that their products fully answer their customers' needs.

Objet customers commonly use Objet-printed Sales Tools as part of their marketing efforts. Internal research suggests that approximately 13% of Objet customers use Objet-printed Sales Tools and use the respective, most commonly used application, to gain these results. These tools are printed on Objet 3D printers, and, together with post processing such as painting, metal coating, and more, create a printing reality that gives a real "look-and-feel" of the end product. Instead of presenting a pre-series production part, which involves the creation of molds at extra cost, an Objet part that accurately represents the final part is used as a Sales Tool, thereby facilitating a better understanding of the product to be launched. Once a purchase is sealed after the customer has seen the Sales Tool, the product is either further optimized or sent for production (or even scrapped as a result of the discussions held). The costs and time incurred are greatly reduced as companies can reach a better understanding of the product prior to its launch in both a shorter period of time and at a reduced cost.

The following diagram depicts the process:

Why Objet?

With Objet, you can "Print Reality". This term is of central importance as it refers to the ability to create prototypes that accurately represent your desired end products. Objet 3D printers enable you to use fine detail printing, smooth surfacing printing, good tolerance, and easy post processing such as metal coating, painting, polishing, and more, to create true-to-life prototypes that are ideal to use as Sales Tools. With accurate prototypes, you can make crucial decisions early in the product development life cycle, and save valuable time and costs. This enables your customers to base their impressions on the prototype and make sound purchasing decisions as the models printed and post processed with Objet 3D printing technologies so closely resemble the end product.

Tips & Tricks

The challenge behind assisting customers in making well-educated purchasing decisions is creating high-quality models and parts to use as Sales Tools. The Alaris™30 Desktop 3D Printer is the only printer in the desktop product range that enables you to use fine detail printing, smooth surfacing printing, good tolerance, and easy post processing such as metal coating, painting, polishing, and more, to create prototypes that accurately represent your desired end products. Post processing is not complex and can be done by following simple instructions provided in the various Objet Application Notes available on the Objet website (www.objet.com).

Reference

- Application Note: Detailed Painting on FullCure Models
- Application Note: Dyeing FullCure Models
- Application Note: Vacuum Metallization
- Application Note: Metal Coating
- Application Note: Textured Applications

Disclaimer

Objet Geometries Ltd. is not responsible for misuse of our products or their use in conjunction with unsafe or improperly maintained equipment or for uses other than intended as specified in this application note.

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