

MIDDLESEX GROUP

CASE STUDY

Middlesex Group is a family owned and managed Company approved to BS EN ISO 9001 TS157; they have been providing a design and manufacturing service to the Aerospace, Automotive, and associated Industries since 1945. They have two main divisions The Components division manufacture complex components and assemblies, and the machine tool division design and manufacture special purpose equipment for turnkey projects.

They needed to move to a 3d system in order to improve sales by helping customers to visualise products. They also needed to be able to read different file types and translate data in different ways. They wanted a system that would be easy to use and that wouldn't mean loads of training for anyone new coming into the business.

SolidWorks has allowed Middlesex Group to move to a 3D environment with minimal disruption. It has increased sales by giving them the tools to help their customers visualise the end products better. It allows them to work more closely with partners because they can translate data in different formats.

"SolidWorks has helped us to speed up design times of complex assemblies. It is also a great sales aid, in fact we have won business recently because the customer could actually visualise the product. It has also helped us in our communication with partner companies which has in turn reduced errors and speeded up the total process."