

# PRODUCT RESOLUTIONS

## CASE STUDY

Product Resolutions Ltd has the design software to solve the puzzle every time ...

Sudoku is the Japanese number puzzle phenomenon that has stormed the UK market in recent months, via newspapers, journals and the internet. Now, the design skills of Product Resolutions Ltd have created the Sudoku Challenge as a hand-held electronic game, which has been made quickly available and resulted in sales of over a hundred thousand units already.

Nick Harvey, General Manager of Product Resolutions Ltd, based in Norwich, says, "We are delighted with this product as it exemplifies our unique approach as a design consultancy in considering every aspect of bringing a product to market: covering not only function and aesthetics, but ease of manufacture and product profitability."

Harvey reveals that their key working tool is the design software supplied by NT CADCAM in the form of SolidWorks 3D and PhotoWorks. He says, "This system has proved to be tremendously successful in bringing the Sudoku Challenge to market so quickly, thanks to the ease and speed of 3D modelling and prototyping available through the software."

Product Resolutions Ltd design equipment from toys to outdoor products to home appliances. The company's designers initiate a project via sketch and discussions with their client, and then develop these into 3D models. SolidWorks offers time-saving innovations from within familiar Windows functions, whereby data is fully editable and relationships between drawings, components and assemblies is automatically updated. Harvey continues, "SolidWorks allows free design without limitations being placed by the software, which is essential for best results every time across the diverse range of industries we work with".

One of the great strengths of PhotoWorks lies in its visual prototyping capability. Its innovative rendering software results in photo-realistic images, ideal for client presentations; alternatively, modelling from processes such as stereo-lithography can all be achieved from SolidWorks alone. This keeps software outlay and maintenance costs down, while working time from concept to final design is also kept to a minimum.

Combine this with the ease of communication with clients afforded by SolidWorks, which has been universally adopted by the design and engineering sectors, and Harvey declares, "The functionality and benefits of this software represent excellent value for money."

Product Resolutions Ltd adopted SolidWorks in 2000 after intensive research of the design software available. Initial training by NT CADCAM allowed them to adopt the system rapidly and ongoing qualified technical support is always available if required. Harvey summarises by saying, "Using SolidWorks has been a dream compared to other systems I have tried previously and I feel confident that we can look forward to continued expansion with the help of SolidWorks and NT CADCAM."