

# ZOEFTIG

## CASE STUDY

For over thirty years Zoeflig + Company have led their field, uniquely combining design and engineering skills to produce award-winning modern furniture. Quality and good design, with their own playful flavour, define their work. They are leading furniture suppliers to design practices, shop interior designers, and turnkey packages, such as public seating areas. Examples can be found at international airport lounges, such as Las Vegas, Moscow, Dubai & Singapore, ensuring that your or my wait is not only comfortable but pleasing. Seriously - whilst still on the ground - check your seat next time you fly!

Zoeflig + Company live and breathe design, so the systems used to express their expertise are critical to them. Ian Coates, Design Director, says, "We recently wanted to upgrade our Auto Cad 2D design package to a 3D system, chiefly to bring together the entire design process as one piece of information rather than as isolated parts, which it was with our previous system.

He continues, "After several months of detailed analysis and talking with other companies we selected 3D Professional 2005, supplied and supported by NT CAD/CAM, to meet our technical requirements and achieve tough financial gains". Coates adds, "The new system runs on commands that are familiar to us, helping to shorten our learning period and enable transfer of daily design work to the new system quickly, without interruption or delay to customer requests." As a result, Zoeflig + Company can now run and change design ideas very quickly. Coates reckons they are capable of producing three designs in the time it took to produce one.

Even with Zoeflig + Company's growing order book the design team is still able to meet customer deadlines with their current staff numbers. High quality designers do not come cheaply, nor are they easy to find, so these savings alone run into many thousands of pounds - literally providing instant payback on their investment.

As a designer, Coates appreciates the excellent 3D imaging provided by the latest NT CAD/CAM software. He adds, "It enables the customer to fully experience the design with me and the ability to talk so constructively ensures the design meets the customer's concept and desired functionality accurately." This is a vital sales and presentation tool, clearly conveying the imaginativeness of Zoeflig + Company products to the customer and helping to secure continuing success for the company.

Throughout the development process the software automatically ensures all design changes are captured: linking assemblies, component drawings and bill of materials. Drawing revision and issue numbers are efficiently and strictly controlled.

The new 3D Professional 2005 is an essential tool for Zoeflig + Company, speeding up the design process, improving communication with customers and linking design and manufacturing. Coates says "Our business systems are more efficient and the time and cost savings are significant enough to justify the company's investment in the latest 3D Software from NT CAD/CAM.

