

BARTUF SYSTEMS LTD

CASE STUDY

Bartuf Systems Ltd is the UK's leading designer and manufacturer of quality retail displays, renowned for innovative solutions that allow customer product sales to exceed expectations.

Dave Williams, Bartuf Systems Ltd Design Manager, leads an enthusiastic team with a wealth of retail knowledge and reflects on the benefits gained in the last three years since Bartuf invested in its design software to further enhance its partnership with, and support to, its customers.

He explains, "We were faced with increasing demands for bespoke displays and felt it advantageous to upgrade our 2D AutoCAD to 3D. After careful consideration and recommendations from ex-University colleagues working in a wide field of engineering design scenarios, we selected 3D SolidWorks Office Professional from NT CADCAM."

Bartuf Systems Ltd design team enjoy being able to build brainstorming ideas and sketches into 3D models very quickly with SolidWorks, allowing them to think critically and creatively in 3D. On screen, they can view the proposed displays from infinite angles until they are satisfied with the end result. Thanks to PhotoWorks, finalised designs can be accurately presented to the customer through superimposing the display onto the customer's actual retail environment. Colour, material finish and scale can be easily and quickly visualised by the customer, building confidence in the final display selection."

Williams continues, "3D SolidWorks is an excellent design and sales tool. The additional professionalism, rationalisation of the design process and improved customer communication has clearly benefited us and we feel our investment has provided excellent value-for-money, many times over."

This year Bartuf Systems Ltd has purchased PDM Works, to which Dave Williams' response is, "The data management capabilities are amazing."

He adds, "Bartuf sales, costs and ordering business systems are streamlined; drawing and build issue data is automatically updated; and arduous engineering and production cross-checking is reduced. The result is more design time, whilst build revisions and record-keeping accuracy are assured. Identification of display spares is being simplified to further improve Bartuf's response and service to its valued customers.

Bartuf find the systems easy to use and NT CADCAM's excellent training has allowed them to utilise the software's capabilities straightaway. Williams declares, "Ongoing support is second-to-none," and concludes, "Our investment in SolidWorks and PDM

