

MALHOTRA INC

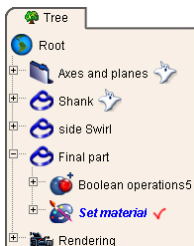
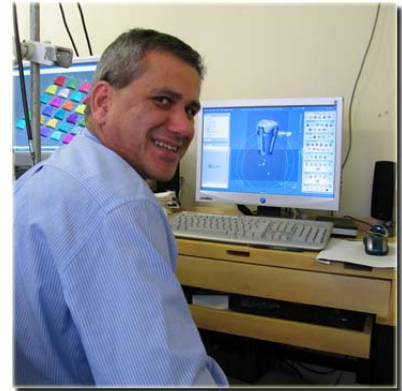
New York based jewelry manufacturer, **Malhotra Inc.** has established 15 years ago in the fine jewelry market segment. **Famous for his innovative designs**, Morten Degneemark has always believed that CAD would become a reality for the jewelry industry. With CADblu's help, he kept on searching on several technologies to help him grow his business.

Iconic in North-East USA, Rich Motto has built up **CADblu** and **3D factory** to help jewelry businesses accelerating their sketch-to-final piece process and is therefore serving the industry with solutions to become competitive.

During a visit at CADblu, Morten has been offered a live demonstration of **3DESIGN** and it didn't take long for him to realize that his dream was coming through. He was so determined about what he was looking for, and couldn't believe that finally **3DESIGN** was the one.

Non 3D user, Morten wanted a technology that would be very easy to use, interactive and productive. He is a busy man, so not much time to spend on CAD.

"Starting with a 3-day training, we [Morten and his designer] were up and running after one week of practice. A few weeks later, I could give to my designer the most complex job to create and it would be done in no time with 3DESIGN and the quality is outstanding", says Morten.



Parametric technology is not only a history manager, but truly a feature allowing designers to change the design history to obtain new pieces. When a 3D model is completed, users can change any aspect of the design by easily interfering with the history tree. The software will recalculate down the entire construction tree to obtain the new piece. This is a unique major innovation in the jewelry design industry, where undoes and redoes and start over are no longer required when a client needs some change on a jewel. Each step of the construction tree can be modified, renamed, deleted or replaced; that construction tree is saved with the file, so users can modify at a later time.

Thanks to **3DESIGN**, Malhotra is able to manufacture many rings (about 80% of their production), and also earrings and pendant creations. "We are now looking to buy a machine since we have become so diversified and productive" Morten has said with contentment in his voice. **"We currently manufacture for the largest retailers who are very demanding."** Malhotra now has other jeweler designers using **3DESIGN CAD** who are very productive as well. Thanks to "the **cluster setting** which saves a lot of time and does a really good job as well as the sweeping function that creates lots of amazing shapes in no time" say the designers.



Hardly ever, their designers would import the sketch or picture to create a piece of jewelry but would rather create the ring from scratch into **3DESIGN**. Thanks to its user-friendly interface and great features that **makes creativity easier**. Especially when approximately 60 new designs have to be produced a month! Its unique parametric technology allows designers to save, modify, transform and offer in a variety of forms any piece created with the software. All these operations are automatically and rapidly calculated.

Morten recommends to any potential users of 3DESIGN CAD to "just do it"!

Vision numeric

www.3design.us
www.cadblu.com
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