

Looney Pals Go To Market...

EMS works with clients to help bring their ideas to life. When Looney Pals first contacted EMS, they were looking to have them work on the front end of a project. Looney Pals decided to try using conventional design tools such as 3D CAD and do the work themselves. They quickly realized it was too time consuming and limiting for the scope of their project. That's when they decide to come back to EMS.

In less than a year, EMS helped Looney Pals go from concept to a manufactured product. Looney Pals currently have the shoes for sale on their website and are in line to have them on store shelves by the end of the year. As of now, they have two shoes designed by EMS, on the market with another to be released soon.

The Problem

Initially, Looney Pals wanted a professional looking product that would mimic the actual product to show possible investors and eventually get manufactured. To do this correctly, they needed a 3D CAD model and prototype to send to a manufacturer. Looney Pals had a great idea for a product along with a rough concept, but did not have the tools needed to create the organic shaped 3D CAD model. To design a shoe that fits comfortably with complex geometry requires specific tools and experience, which at the time Looney Pals did not have.

The Solution

EMS started by using a Z Corp 3D scanner to scan an existing product to have a base model to work from. Next, the scan data was imported into SensAble Technologies FreeForm Modeling (FFM) product. FFM is a virtual clay sculpting tool that allows the user to "feel" the clay as they sculpt. FFM creates organic models of any shape and complexity quickly and easily.

Once the design was finished, color was added in FFM and it was printed in a Z Corp Z510 color 3D Printer. This allowed Looney Pals to validate the design and make changes. With the final 3D CAD model and prototype, Looney Pals was able to go out and find a source for manufacturing.

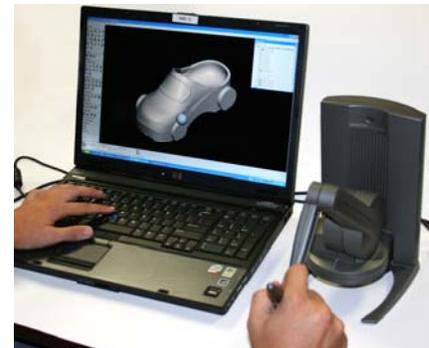
Conclusion

When a company first gets started, they do not always have the right tools and experience to design a product for market themselves. This is where EMS becomes an invaluable resource with the experience and latest technology in product development. With the help of EMS, Looney Pals was able to bring their product to market in under a year.

Visit www.ems-usa.com for more information.



Scan of an existing popular shoe



Using SensAble's FreeForm to design the shoe from scan data



Z Corp 3D Printer prototype and final product