



Designcraft Can Fulfill Your Complex Prototyping Needs

Nothing compares to the experience of getting your new product concept physically into the hands of your customers. Designcraft creates visual models and prototypes that ensure your product's first impression will be powerful and positive.

Designcraft can incorporate electronics, lighting effects, kinetic mechanisms and more. We offer many different services to provide our customers with solutions for every phase of the product development process.

CNC MACHINING

Vertical Machining | CNC Turned Parts | Laser Cutting | CMM Inspection

ADDITIVE MANUFACTURING

3D Printing | Stereolithography

CASTING

RTV Molded Parts | Silicone Parts | Overmolding | Vacuum Molding

FINISHING

Custom Color | Graphics | Polishing | Lighting | Anodizing | Painting | Special Effects

DESIGN AND ENGINEERING

3D Modeling | Rendering | Design for Manufacture

LOW VOLUME ASSEMBLY

From Hundreds to Thousands

KeyShot® 10



Model by Cki Yang

KeyShot 10 gives you the ability to take product experiences to new heights, with more ways to **animate your ideas, experience your creations,** and **supercharge your workflow** to deliver **visuals** that **captivate**.

See What's New

keyshot.com/whats-new/

Try KeyShot Today

keyshot.com/try/



YOUR DESIGN ECOSYSTEM

A first-of-its-kind facility for the industrial market, DesignHouse - located in Minneapolis, MN - is a unique space where teams can collaborate, find inspiration, and receive assistance with increasing speed to market for new colors and products.

At DesignHouse, we understand the power of color and together we can formulate coatings that have the appearance and performance your products need. Within this space, you can develop coatings in multiple technologies for a variety of substrates. Dedicated to collaboration and driven by curiosity, our DesignHouse color experts can bring the finishes you and your consumers desire to life.

DESIGNHOUSE WORKSHOPS

Creating an impactful DesignHouse experience is simple with four workshops to choose from that can be tailored for the experience your team desires:



HALF DAY TREND SESSION

Discuss industrial color and finishing trends, and hear what is happening within the industrial markets



FULL DAY TREND SESSION

Delve into macro-trends during this full color trend workshop that comprehensively covers industrial, wood, consumer, and other markets



MINI WORKSHOP

Bring in one to three colors and spend three days working on initial matches for your products



FULL WORKSHOP

Develop iterations for three to eight of your colors over a week-long period

Be a Consumer Brand Standout



VeroUltra™ Black

Mix of VeroVivid™ CMY

Full-Color Texture

VeroUltra™ Clear

Anyone who's ever shopped for personal care items, groceries or even dog food knows the value of packaging to sway our buying decisions. With a 30-minute shopping trip exposing us to an estimated 20,000 product choices, it's clear – design matters.

So what does this mean to a designer? It means realistic prototypes help shorten the design cycle, speed approvals and accelerate time-to-market.

Traditionally, consumer product packaging involves five stages before manufacturing: concept generation, product engineering, sampling, testing and brand consistency. The full process generates between 10 and 100 prototypes per development cycle, which can become very costly, very quickly. This is especially true when external vendors are tasked with creating realistic prototypes for each stage of the development process.

On average, each stage requires prototypes that can cost on average \$1500 to cover labor, tooling, painting, hand finishing, machining and color matching. At that rate, one product requiring 35 prototypes during the development cycle could cost almost \$21,000. Imagine what the total prototyping cost becomes when several products requiring multiple packaging iterations are developed during each cycle.

Multi-Material Full-Color Prototyping on the Stratasys J-Series Full-Color 3D Printers



\$300

Average Saved Per Prototype



\$1,500

Average Saved Per Prototype cycle*



3D models in full color help leading brands determine successful packaging designs fast.

52%
Cost Savings

*Based on a cycle that requires 50 prototypes



Consumer Goods Prototyping Process Digital vs. Traditional

stratasys

Concept Design



10-20 Concept Models

Designers quickly iterate new ideas in 3D using draft single-color models to help visualize and feel the concept designs.

Model Average Cost

Traditional **\$400**

PolyJet™ **\$170**

Detailed Design



10-20 Design & Engineering Models

Testing design and engineering fine details, split lines, form and fit, assemblies and components.

Model Average Cost

Traditional **\$470**

PolyJet™ **\$210**

CMF Design



1-10 Design Appearance Models

Full-color models including labels and graphics, transparencies, texture and surface finish are created to validate the final designs.

Model Average Cost

Traditional **\$1,500**

PolyJet™ **\$800**



Calculations are based on a typical consumer goods design process which includes 35 design prototypes and model size of 15x10x5cm, during a workday to the value of \$500 where only 20% affects the cost per prototype. Including the cost of labor, tooling, painting, machining and color matching. Not including hardware.

[Request a Stratasys® J55™ sample](#)

Advance your design career by mastering key competencies to manage and lead design for business.



IDSA is proud to partner with Grow to offer an exclusive Design Leadership Bootcamp training program.

The IDSA + Grow Design Leadership Bootcamp is intended to help you prepare for your future as a design leader and equip you with the necessary knowledge to accelerate your professional growth. Classes start on November 15, 2021 and conclude on December 16, 2021. Registration closes on November 10, 2021. The class size is limited to 20 participants.

At some point in your professional design journey, as your career advances through the ranks and ascending titles, you will eventually move away from the doing the WHAT (the art and love of designing and why we all became designers to start with) to managing the WHO & HOW (people and process) and eventually leading the WHY (business strategy and organizational growth).

Most designers are not well prepared for this natural evolution, and often find themselves thrown into the deep end with no real training or experience to guide them. Many eventually figure it out with lots of trial and error, with much more on the side of error, and many continue to struggle through their careers to be effective managers and leaders. This Bootcamp is designed for you to overcome these hurdles and become a successful design leader.

This 5-week intensive learning program will help you to more efficiently navigate between managing and leading content, people and process across a variety of subject areas. The Bootcamp will cover:

Design Leadership - Learn key characteristics and competencies to become an effective design leader.

Design Management - Learn the differences and synergies between managing and leading.

Design Strategy - Learn how to convince others and best communicate the need for a design strategy, and its relationship to overarching business and brand strategies.

Design Value - Learn how to demonstrate and justify investments in design and how those investments will generate value (return on investments) to your projects and programs.

Design for Humanity - Learn how to lead and influence your organization to ensure that all design solutions are considering circularity and sustainability, creating a (more) positive impact in the world.

IDSA Members receive an exclusive 20% discount on enrollment. Learn more at:

idsa.org/design-leadership-bootcamp-2021

November 2-3, 2021

The Business of Design

DEEP

DIVE

Design has long proven itself as a vital component of corporate culture, service offerings, bottom line growth, and exceptional customer experiences.

This 2-day event highlights the important role industrial design plays in business successes and promotes the value designers can bring to strategic decision-making, both in the creative studio and in the board room.

idsa.org/BODDD2021



Virtual Event

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