

## The Client

As a leading supplier of industrial vacuums, coolant filtration and coolant recycling machines, Freddy Products has customers across the globe. With a client base including Rolls Royce, BAE Systems and Unilever, the company has established a reputation for quality, longevity and value for money.

Over its 50 years of trading, Freddy Products has learned that when it comes to an international customer base, a good picture really can be worth a thousand words.

## Summary

While Freddy Products has traditionally made good use of quality product photographs in its brochures and on its website, the company wanted to help clients get a more thorough insight into the engineering involved in its machines through its marketing materials and technical brochures.

Working in a global market, Freddy Products needed a way of showcasing its products quickly and easily, in the universal language of technical illustrations.

When managing director of Freddy Products, Simon Hanmer met OR3D founder James Earl, he realised the potential of 3D CAD drawings and how they would help his clients understand the quality of their products.

OR3D would be able to map each machine, using a laser scanner, and convert that into a 3D CAD model, suitable for printed materials and an on-line interactive model to help potential clients investigate the products.



Using specialist rendering and mechanical CAD software allowed us to generate high impact images for Freddy Products.





- 3D laser scanning technologies
- Inspection services
- Reverse engineering services
- 3D CAD modelling
- Portable on-site services
- Cost effective 3D solutions provider

**“I would certainly recommend OR3D and look forward to using their services again.”**

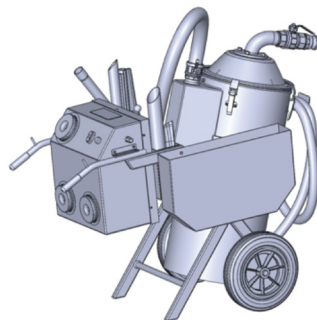
## The solution

To get baseline geometry of the parts of Freddy Products’ machines, OR3D used a laser scanner which measures with an accuracy of just half the thickness of a human hair.

Using a portable laser scanner, OR3D carried out the scanning at Freddy Products’ headquarters in Worcestershire. It meant the scanning team could access all products with very little disruption to their client’s business.

Using the scanner, OR3D collated dimensional information for each product in a matter of hours. The scan was then used as a template to generate precise, solid CAD models.

Photorealistic images that can be used in printed materials and online were created along with 3D interactive, virtual models that customers can use to examine the products in detail.



CAD model

**Freddy**<sup>®</sup>

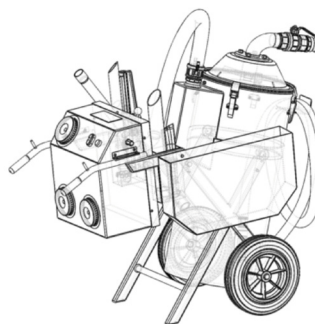
## Client Comments

*Managing director of Freddy Products, Simon Hanmer said:  
“I first saw OR3D at a MAC event at the NEC, in Birmingham, when James was holding practical demonstrations.*

*“I realised how much easier it would be for us to have our products scanned and then rendered to make 3D models as, with clients across the world, sometimes language can be a barrier.*

*“We previously used photographs to advertise our products, but these 3D images are consistent, our products look uniform, and the overall effect is informative and professional.*

*“I would certainly recommend OR3D and look forward to using their services again.”*



Wireframe CAD model used in technical manuals



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