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RAPID PROTOTYPING & ADDITIVE MANUFACTURING SERVICES

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GENERAL CASE STUDY

LPE PACKS A PUNCH

When launching the Courvoisier Summer of Punch Campaign, premium wine and spirits distributor Maxium, needed to create packaging/marketing materials for in-store / bar promotion, drawing inspiration from the Napoleonic history while applying a contemporary twist so as to re vamp the product.

Aware of the challenges faced when achieving concept buy-in from images alone and with tight project lead times, the appointed design consultancy Meso turned to Laser Prototypes for help in producing fast, accurate and realistic prototype models

Working with the very distinct Courvoisier brand, Meso set about designing two unique ladies which would complement the shape and market position of the Courvoisier bottle as well as a financially viable punch bowl which would echo the Courvoisier brand values of luxury and worth.

During the initial design development phase Laser Prototypes supplied unfinished SLA models of these, suitable for basic functional testing and design verification.

Once designs were verified, final SLA models were created to provide an accurate reflection of the production parts and a reliable guide for dimensional checks prior to tooling. These final models were then polished to achieve a near crystal clear finish and hand painted to incorporate the recognisable gold lettering of the Courvoisier brand. Using the fully finished SLA models, Maxium could then present the marketing concept to both retailers and internal sales teams, all within days of final designs – CHEERS!

"There was no way we could have convinced the Courvoisier team to go for a custom designed solution without rapid prototyping." Daniel Kane, Meso Design.



SERVICES PROVIDING SOLUTIONS

SLA / HI RES SLA

- ✓ Fast accurate prototype models
- ✓ Tough, functional materials

SLS

- ✓ Tough & precise nylon parts
- ✓ One offs & low volume production

VACUUM CASTING

- ✓ Range of finishes & colours
- ✓ Short runs, flexible production

PAINTING/FINISHING

- ✓ Part finishes to any requirements
- ✓ Choice of finishes: matt, gloss, metallic

METAL CASTINGS

- ✓ Choice of material grades
- ✓ Rapid turnaround in days

CNC

- ✓ Fast production parts-plastic & metal
- ✓ Block and space models

RIM

- ✓ Low volume production runs
- ✓ Cost effective, fast lead times

