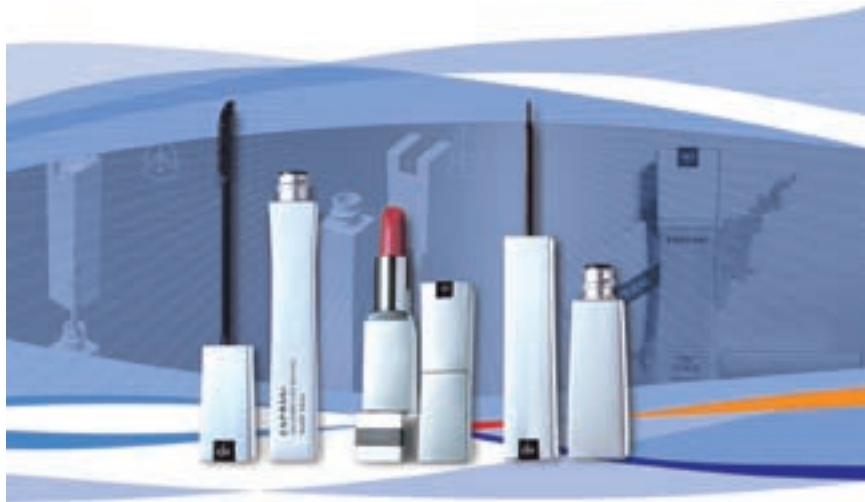


## ENPRANI puts beauty in an elegant package with CATIA V5



*“With CATIA V5, design productivity has improved significantly because we can design in 3D mode, conduct design reviews and communicate ideas visually.”*

– Jeon Gyeong-jin,  
Design Team Leader, ENPRANI

### Overview

#### ■ The Challenge

*To create containers that would convey its young, upscale brand, ENPRANI cosmetics needed a sophisticated 3D design system*

#### ■ The Solution

*ENPRANI chose CATIA V5 for its ability to express complex curvatures, improve collaboration, and eliminate interferences at the design stage*

#### ■ The Result

*Design productivity improved significantly. Designers now feel confident creating bolder designs, and 3D ensures a design is attractive from every angle.*

#### 2D tools limited packaging design options

ENPRANI, which spun off from CJ's Cosmetics in 2001, is now Korea's fastest-growing cosmetics company and the leading brand among buyers in their 20s. The company's strategy is to differentiate its products by applying continuous change and innovation to achieve customer satisfaction.

In the cosmetics industry, the image of the brand is as important to success as the cosmetics themselves. Packaging is a major component of brand image, but ENPRANI found that the 2D design techniques commonplace among cosmetics companies and their suppliers could not adequately express the complex curvatures it wanted for its packaging.

Delays in production, which often occurred due to difficulties in manufacturing the complex designs, also threatened ENPRANI's commitment to being first to market with new products.

#### CATIA V5: The right solution for complex curves

To address these challenges, ENPRANI became one of the first Korean consumer goods makers to adopt 3D, choosing IBM PLM solution CATIA V5, developed by Dassault Systèmes, for its strength in expressing complex curvatures, facilitating collaboration with designers and moulders, and identifying manufacturing clashes at the design stage, which eliminated late-cycle delays.

"The design productivity has improved significantly because CATIA V5 allows us to design in 3D mode, conduct design reviews and communicate ideas visually," said Jeon Gyeong-jin, Design Team Leader at ENPRANI.

Before CATIA V5, designers would create a sketch that was then turned into a 2D drawing using a 2D CAD system. Drawings were delivered to the mould maker, who often had to make minor design changes during the process of fabricating moulds. This would lead to time-consuming consultations between the mould maker, the designer and related teams, slowing a product's introduction.

With CATIA V5, however, design sketches are translated into full 3D designs and delivered to the moulding vendor in IGES format.

"We can verify a design prior to its moulding work using CATIA V5 to minimise design changes and eliminate time losses," says Kim Byeong-Tae, a member of the ENPRANI design team. "Also, because we can test assembly fitting of parts within the computer tool, we can screen out interferences prior to production. CATIA V5 also provides significantly enhanced functionality by allowing us to review designs from different angles in 3D mode. This was just not possible with the 2D tools."



### A better tool for better results

Training was provided by IBM Business Partner Inroot, and the tool was so easy to learn that designers on ENPRANI's Deer Series of products began using it almost immediately. Now CATIA V5 is used by all of the company's brands.

Because CATIA V5 makes it easy to handle complex design elements, ENPRANI's designers feel empowered to create bolder design features, confident that what they design can actually be moulded. And because an initial model can be created quickly, designers have the option to create numerous alternatives before choosing an optimum design.

The 3D models also help designers to better convey their ideas to management and marketing, significantly improving the company's overall productivity.

Designers at ENPRANI are eager to see their vendors move to CATIA V5 to further improve the process and its outcomes. "Most manufacturers of consumer goods are still using 2D tools," Kim observes. "I wish more businesses in the industry would use this 3D solution, and I hope all five of ENPRANI's moulding vendors will add CATIA V5 so that we can perform data exchange and design reviews with them even more efficiently."

For more information, contact your IBM Representative, IBM Business Partner or visit the IBM PLM Web site at [ibm.com/solutions/plm](http://ibm.com/solutions/plm)



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Product Lifecycle Management  
Tour Descartes  
La Defense 5  
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