

Estech – innovative by design with CATIA V5 Imagine & Shape



Overview

- ***With customers requesting more design proposals than before, French design-house Estech needed powerful tools to stay on the leading edge and produce high quality designs during the conceptual design phase***
- ***Estech uses the CATIA V5 Imagine & Shape module (IMA) to produce a wide variety of sophisticated conceptual models while simultaneously integrating downstream technical constraints***
- ***With IMA, Estech can rapidly respond to customer design requests with high quality proposals that integrate design parameters such as design for – manufacturing, assembly, and recycling – early in the design process***

Transform more styling ideas into high quality 3D designs

Founded in 2001, French design-house Estech, despite its young age, has already made a name for itself in the area of industrial design by attracting industry heavyweights such as Alstom, Packard Bell, Renault and Sagem. Grouping the talents of 50 stylists, computer graphics and digital modelling experts, in its offices near Paris and in the south of France, Estech covers the entire decision making process, from concept development all the way to digital imagery, which is used when presenting different variations of the product to the customer.

“With the CATIA V5 Imagine & Shape workbench, we can present our customers with more high quality design proposals than before and propagate changes quickly and easily during the validation phase.”

– Baptiste Hannebicque,
Design Manager, Estech

In recent years, manufacturers of styled products have increased the number of design proposals they request from stylists for new projects. “We need to distinguish ourselves from the competition by giving our customers a maximum number of design variations of the highest possible degree of realism,” said Baptiste Hannebicque, Design Manager, Estech. In addition, Estech wants to provide a one-stop shop offering a full range of services covering all of their customers’ design needs such as digital modelling, rapid prototyping, and creation of photo-realistic images to enhance the design review process.

Imagine & Shape – intuitive and accessible to all

Discussions with the customer provide Estech with insight on how a product should interact with its environment and the possible variations due to different customer tastes and possible future needs. Estech then enters the design phase of the project which results in a variety of proposals of what the end-product could be while at the same time meeting the customer's short deadline.

Estech chose IMA in part because of its subdivision surface technology that allows users to quickly and easily create realistic 3D geometric models without prior sketching or prototyping. Subdivision surface technology was once reserved for the entertainment industry to produce high definition animation films. CATIA V5 is the first and only PLM solution to incorporate it. As a consequence, designers have complete design freedom plus the ability to produce 3D geometric models that can easily be leveraged by engineers.

Working in 3D takes the guesswork out of the decision-making process

The speed at which Estech can produce different design options today makes it possible for the customer to explore more styling ideas before making any decisions. "With IMA we can easily generate and modify the basic building blocks of an objects" said Katell Barthelemy, Design Engineer, Estech.



"In addition, presenting our designs in 3D to customers is an innovative approach. It differentiates us from our competitors."

Another advantage Estech has achieved with IMA is that their employees no longer need to be surface specialists to transform an idea into a virtual 3D shape. Estech has been able to rapidly implement IMA thanks to the DS PLM Practices found in the Styled Plastic and Packaging (SP&P) solution. In addition, IMA's intuitive and user-friendly interface, brings the learning curve for new users down to a minimum. This is essential to a growing company like Estech.

Estech is investing in the future by putting 3D styling at the heart of the industrial design phase. With IMA, Estech save times, increases precision, and foresees eventual problems earlier by integrating any 'what if' scenarios directly in the 3D design. Decisions are made on what is actually seen and not what is imagined. It allows their customers to make their decisions faster, easier and with a lower risk because they can actually see the product and do not have to imagine it.

Estech is rapidly growing into a versatile, turnkey design house as more and more of its customers look to the company as the single point of contact for their design and decision making needs. "Positive feedback from our customers suggests that our one-stop shopping approach is working," said Baptiste Hannebicque.

For more information

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