



## From Zero to 360 Customers with Objet

Industrial Plastic Fabrications (IPF) Ltd. of Essex, United Kingdom launched itself in the Rapid Prototyping (RP) world with the purchase of a second-hand Objet Quadra Tempo® 3-D printer in November 2003. Acquiring a used machine was the only feasible approach by which IPF could enter the exciting and vibrant world of RP service provision. “We didn’t really know what Objet could deliver, so we didn’t want to make a big upfront investment,” recalled Gary Miller, Head of RP at IPF. “The system gave us some trouble at first. It was clear we needed to purchase Objet’s Upgrade Kit to bring the system to the level of printing comparable to an Eden330™.”

Convinced of the potential of the RP Service Business, IPF invested in upgrading their Quadra Tempo system to an Eden330. The gamble clearly paid off as IPF’s growth over the past few years has been excellent. In the first year (2004), IPF’s RP service business was negligible. But, thanks in a large part to its Objet based RP activities,

	2004	2005	2006	2007
Business Growth	20%	22%	23%	25%
RP Business Growth (relative to overall business)	0%	3%	12%	20%
Customer Base – RP total	0	3	60	320



by the end of 2007 IPF's RP activities had grown to account for at least 20% of its overall business. During the same time period, IPF's overall business grew by an average of 22.5%, reaching a record 23% and 25% growth rate in 2006 and 2007 respectively. Starting with zero RP customers in 2004, IPF now has more than 360 customers turning to them for fast production of accurate, lifelike prototypes of a wide variety of plastic products. Today, RP service is the number one growth driver within IPF. "We've experienced a phenomenal growth in our RP business thanks to Objet," said Miller. When asked to summarize what is it about Objet that allows it to be so successful in the market, Miller's response was immediate: "It's the system's reliability, its consistent delivery of high quality parts, and possibly most importantly, the people that are behind the Objet products." Indeed, IPF's satisfaction seems to have no bounds: "We ran into problems to begin with when dealing with the Quadra Tempo but we always knew we could trust our local partner in the UK and customer support at Objet to handle any trouble we got ourselves into. And the speed of Objet's reaction time was and still remains of the highest standard."



## Rapid Prototyping

### Connex500™ to Fuel Future Growth

By late 2007, the growth of IPF's RP business over the past few years had made it clear that the time was ripe for a larger investment in order to further grow the business. What better choice than Objet's most recent product launch – the Connex500.

"It is clear to us that the PolyJet Matrix™ Technology is something that will grow our business further in the foreseeable future," Miller continued. "In addition to bringing further throughput capacity with its Eden500V™-level speed, build tray size and choice of printing modes, the Connex500 also allows for the printing of two

materials simultaneously, allowing for a new range of Digital Materials™ to be created. The possibilities are endless with the Connex500. Our customers can choose what mechanical parameters best suit their needs and off we go!" When asked which of the two crossroad decisions was the most difficult IPF had to make concerning Objet, the purchase of the Quadra Tempo or that of the Connex500, Managing Director Bill Bloomfield barely hesitated: "We had a tougher choice in deciding to purchase the Quadra Tempo than we did in acquiring the Connex500. We know the quality of parts Objet can deliver. We know it's a reliable system, and we know we can rely on the fantastic customer support that Objet delivers, as well as the great support Objet's local UK partner continually provided us over the last five years."

### About Objet Geometries

Objet Geometries, the photopolymer jetting pioneer, develops, manufactures and globally markets ultra-thin-layer, high-resolution 3-dimensional printing solutions for rapid prototyping and rapid manufacturing.

The market-proven Eden™ line of systems is based on Objet's patented office-friendly PolyJet™ technology. Objet's FullCure® materials create accurate, clean, smooth and highly detailed 3-dimensional models, enabling the most complex 3-D models to be printed with exceptionally high quality, accuracy and speed.

Connex500™, Objet's latest innovation, is based on Objet's PolyJet Matrix™ technology which offers jetting multiple model materials simultaneously. PolyJet Matrix jets Digital Materials™ creating composite materials which are fabricated on the fly.

Objet's solutions enable manufacturers and industrial designers to reduce the cost of product development cycles and dramatically shorten time-to-market of new products. Objet systems are in use by world leaders in many industries, such as automotive, electronics, toy, consumer goods and footwear industries in North America, Europe, Asia, Australia and Japan.

Founded in 1998, Objet serves its growing worldwide customer base through offices in USA, Europe, China and Hong Kong, and a global network of distribution partners. Objet owns more than 50 patents and patent-pending inventions.

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