

# PRODUKTSTÄLL AB

## Automating production of display assembly instructions with SolidWorks Composer



*Using SolidWorks Composer software, Produktställ has automated the development of assembly instructions for its innovative in-store displays.*

When manufacturers want to attract consumers via unique in-store displays, colorful kiosks, or turnkey-ready shops within a shop, they turn to a leading developer of custom interior fittings and store displays like Produktställ AB. With customers ranging from Thule and Black & Decker to Nestlé and Ericsson, the Swedish company is a leading supplier of in-store displays in Scandinavia. Produktställ is growing globally, serving customers as far away as Brazil and Japan.

Developing innovative, creative in-store displays and delivering them to customer locations quickly are hallmarks of the firm's success. With limited lead-times between order and delivery, Produktställ needs every phase of its development process to operate smoothly and efficiently. While the display manufacturer has relied on SolidWorks® Professional software to accelerate the design of its made-to-order products, production of mounting and assembly instructions has slowed down the process, according to Managing Director Per Thulin.

"Produktställ is growing rapidly—at a rate of 30 percent each year—and we needed a better solution for producing assembly instructions," Thulin explains. "Each of our products is custom-designed and made-to-order, and the documentation that describes how to assemble the pieces in-store is an important part of our product deliverable. For some time, creating these assembly instructions has been the bottleneck in our process, the point at which the work slows down and backs up.

"We wanted a better approach than importing design files into Adobe® Illustrator® software, and then manually creating the documentation," Thulin adds. "With a more automated approach, we could both eliminate this bottleneck and free up our designers to support our presentations, which are critical to our sales effort."

Thulin says he was struggling with this issue when MP Engineering AB, Produktställ's local SolidWorks reseller, invited him to see a demonstration of SolidWorks Composer software. "Our reseller said they had a new product that shortened development time for assembly instructions. We took a look and were immediately hooked on SolidWorks Composer."

### Challenge:

Shorten customer delivery lead-times by overcoming a bottleneck related to the production of assembly instructions and improving sales support.

### Solution:

Implement SolidWorks Composer technical communication software to automate the production of assembly instructions, boost efficiency, and improve sales support.

### Results:

- Cut assembly instruction development time from three hours to 15 minutes
- Increased efficiency of Design Group by 70 to 80 percent
- Improved quality and breadth of sales presentations
- Supported annual growth of 30 percent

Produktställ invested in SolidWorks Composer software because it is easy to use and automates the production of assembly instructions. The company also values the manner in which the software works with the SolidWorks design environment and its capabilities for creating multimedia content to support future business growth.

### Greater efficiency eliminates bottleneck

After implementing SolidWorks Composer software, Produktställ realized dramatic improvements in productivity, shortening the time that it takes to create mounting instructions from three hours to just 15 minutes, and in the quality of the documentation. "SolidWorks Composer has helped us to eliminate an irritating bottleneck in the design process," Thulin stresses. "It's not only faster to develop assembly instructions with SolidWorks Composer, but it also allows us to complete the instructions earlier in the process, both of which help us accelerate delivery to the customer."

"For users, it feels like one and the same software," Thulin adds. "It means less stress for our employees and the opportunity to try different solutions. Several of our customers have noticed the difference and have reacted very positively to our new, more distinct mounting instructions."

### Increasing sales presentation support

By removing the documentation bottleneck, SolidWorks Composer has improved efficiency within Produktställ's Design Group by 70 to 80 percent, freeing up design resources to support the company's growing sales presentation needs. "The only way that we can sell our products is to show existing and prospective customers how our displays will look and function," Thulin points out. "The better we can help them visualize our concepts, the more successful we will be."

"With SolidWorks Composer, our designers have the time and the tools that they need to provide high-quality images to support top-notch presentations," he adds. "We also plan to incorporate animations to show movement and provide prospects with an even greater understanding of how our concepts function."

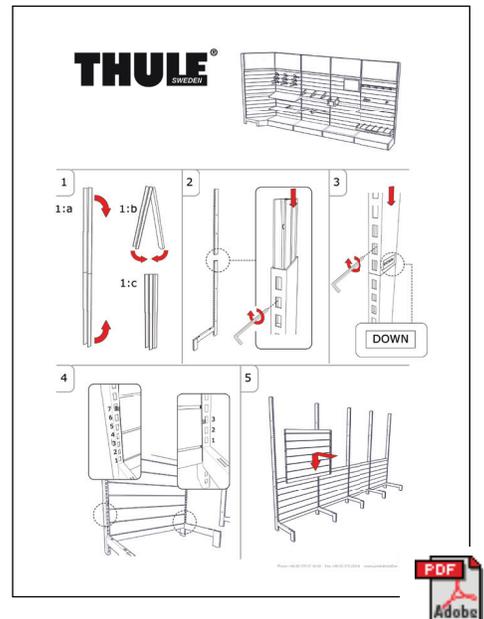
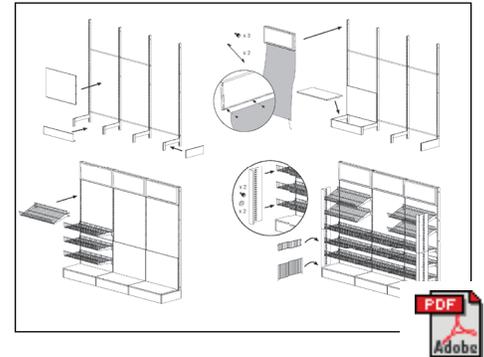
### Taking advantage of multimedia

While SolidWorks Composer software provided Produktställ with a solution to its immediate documentation need, Thulin believes the application also will play a role in helping the company grow globally by taking advantage of online opportunities. Because the software creates compelling 3D visuals, animations, and multimedia content, Thulin envisions that interactive online instructions and display examples will one day replace printed documentation.

"3D content represents the universal language," Thulin notes. "As we grow our business and work with customers around the world who speak different languages, it makes a lot of sense from a business standpoint to provide interactive instructions, examples, and demonstrations online. SolidWorks Composer makes us well equipped to take advantage of multimedia and the web to take our business to a completely new level."

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Per Thulin  
Managing Director



SolidWorks Composer software has allowed Produktställ to replace assembly instructions that were resource-intensive to produce (top) with easy-to-follow instructions (bottom) that are created in a fraction of the time.



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