

CASE STUDY: Norgaard Bring's Home and Office Furniture to Market Faster

Norgaard Designs, based in Denmark, is a home and office product design firm. The company supplies leaders in this market with furniture and lighting designs across a wide range of products including chairs, sofas, beds, bathroom accessories, table lamps and more.



"The Dimension 3D printer is the best investment I have ever made in my studio. We are saving time, we arrive at the final product stages much faster, and it is much easier to explain the product to our clients."

— Anders Norgaard
Owner
Norgaard Designs



At Norgaard, the furniture design process is extensive and highly collaborative. Each product begins with an initial design meeting to determine the look, feel and purpose of a specific product. Once a direction for these elements is established, designers create sketches that visually represent the product.

Traditionally, these drawings were used to create small, handmade three-dimensional models to give customers a scaled-down example of the final product. However, the handmade models had limitations. Producing models proved to be too time consuming, as the project often required many revisions (sometimes up to five redesigned models) throughout the design process.

The Dimension Solution

Norgaard Designs sought a more efficient, cost-effective alternative to demonstrate their distinctive designs. After researching a variety of different options, Norgaard purchased a Dimension 3D printer to simplify its design process and enhance sales efforts.

Norgaard Designs noticed improvements immediately. Within the first year of implementation, the company experienced a 20 percent timesaving in the design cycle and a 25 percent increase in the number of products going to market.

"The detail and precision of the 3D models have reduced the need to create multiple prototypes in the design process. This brings many of our products to market faster," Norgaard said.

"We continue to find new uses for our 3D printer every day. I can't imagine how our business functioned without it in previous years."

Anders Norgaard
Norgaard Designs



An essential tool for everyone on the design team.

Dimension 3D printing can help you quickly fine tune designs and cut weeks – even months – from your development schedule. Now you can test form, fit and function and explore as many design iterations as you like – over your network, right from your desktop.

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