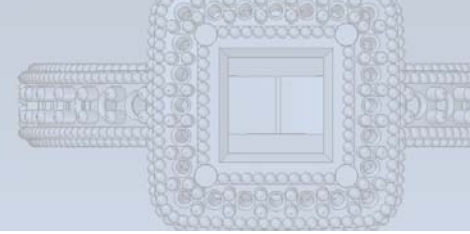


Quality jewelry begins with solid modeling

Productivity gains due to Solid Edge speed the development of new jewelry pieces while also improving the quality of the finished products



D. P. DESIGNS PVT. LTD



Siemens PLM Software

www.siemens.com/solidedge

► Business initiatives

New product development

► Business challenges

Reduce reject rate

Meet export dates

Lower cost and time for jewelry development

► Keys to success

Upgrading from conventional jewelry design process to Solid Edge® software

Support from reseller

Rapid prototypes made from Solid Edge models

Customer reviews using solid models

► Results

Productivity increase of at least 65 percent

Faster, less expensive development of new pieces

Rejection rate down by more than 50 percent

Modifications are easy and quickly implemented

Quality is key

DP Designs Pvt. Ltd. manufactures and exports diamond jewelry. The company specializes in moderately priced pieces including rings, earrings, bangles, bracelets, pendants and necklaces. With more than 160 employees, the company serves customers in India as well as the export market, including United States.

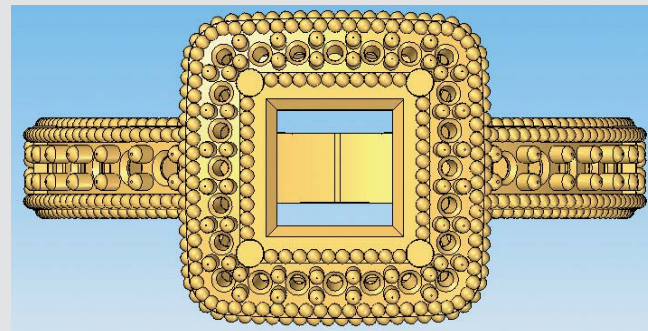
Quality is very important to the success of a jewelry manufacturer. When DP Designs used a conventional design process based on drawings and hand-made prototypes, the company had faced difficulties in meeting its quality standards. "We used to get inconsistent and lower-quality products," says Bhavesh Parekh, manager of Production & Product Development at DP Designs. "We also had problems visualizing designs before production, and because of that our rate of rejection was very high."

Another limitation of that process was the inability to determine the precise weight of a proposed piece. "Dealing in precious metals, our major concern from beginning is the weight of the product," Parekh explains. "It was really difficult in the past for us to make an exact determination." Finally, creating a master prototype by hand took six to eight days, a delay that was affecting the company's ability to meet its export dates.

Solid modeling for jewelry design

After researching the options for a more modern design process, DP Designs made the decision to implement CAD, CAM and rapid prototyping technology. "In addition to improving quality, our goal for the new approach was to reduce the cost and time spent on jewelry development," says Parekh.

An invitation to a seminar conducted by Siemens PLM Software channel partner, Solid Vision, allowed DP Designs to see the benefits of the Solid Edge CAD system for jewelry design. "The moment we saw the presentation, we made up our mind to buy Solid Edge," Parekh says. "It is user-friendly, easy to understand and operate, and more flexible than other CAD programs. One of the features we liked best was the fact that it can easily be operated by non-technical personnel."



SIEMENS

Solutions/Services

Solid Edge
www.siemens.com/solidedge

Client's primary business

DP Designs Pvt. Ltd manufactures and exports diamond jewelry.
www.dpdesignsindia.com

Client location

Mumbai, India

“Solid Vision’s professional approach, knowledge of the software, and cooperative and enthusiastic staff helped us learn Solid Edge quickly.”

“Thanks to Solid Edge we can proudly offer more and better products to our clients at lower prices and in a shorter amount of time.”

Bhavesh Parekh
 Manager, Production & Product Development
 DP Designs

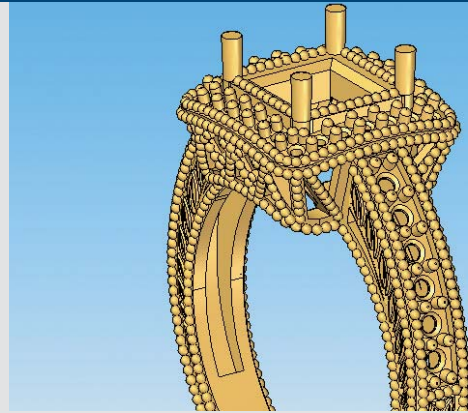
Solid Vision helped with the Solid Edge implementation. “Solid Vision’s professional approach, knowledge of the software, and cooperative and enthusiastic staff helped us learn Solid Edge quickly,” Parekh notes.

Big productivity gain

DP Designs currently has two licenses of Solid Edge, although that number will double in the near future. The company has found that changes to designs are now easier to implement, and that overall, the software has helped the company increase its productivity by at least 65 percent. And since implementing Solid Edge, the rejection rate has dropped by more than 50 percent.

Solid Edge also facilitates customer reviews. “We send the CAD files to our clients for approval. It looks very professional and helps them visualize the products better,” Parekh notes. “And if they ask for any changes, we can fulfill them really quickly. This way we save lots of time, money and energy.

“In a smaller amount of space, we make better products faster and more economically,” Parekh continues. “Thanks to Solid Edge we can proudly offer more and better products to our clients at lower prices and in a shorter amount of time.”



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