

## WHY THEY BOUGHT

# Grant Macdonald



<b>Location</b>	London, England
<b>Application</b>	A designer and manufacturer of bespoke luxury goods, including homeware, cutlery, men's accessories and more.
<b>Challenges</b>	<ul style="list-style-type: none"><li>— Limited design complexity with traditional manufacturing</li><li>— Need for rapid design iteration</li><li>— Need for precise, accurate casting models</li><li>— High costs and long lead times to create investment casting patterns</li></ul>

## ETEC SOLUTION

<b>System</b>	envisionTEC P4K
<b>Benefits</b>	<ul style="list-style-type: none"><li>— Lead times reduced from several months to just weeks</li><li>— Greater design freedom - new designs can only be created with additive manufacturing</li><li>— Rapid design iteration</li><li>— EC500 material allows investment casting of larger parts</li><li>— Highly accurate models enable direct casting of some parts</li></ul>



“(envisionTEC 3D printers) have allowed, and continue to allow us to make the impossible, possible. 3D printing has become an integral part of our day-to-day silversmithing without taking away from the skill of the silversmiths. It has simply helped with every job and cut massive amounts of time on jobs. There is no going back.”

George Macdonald, Managing Director