Using the combination of advanced surfacing and parametric modeling tools in SOLIDWORKS Industrial Designer software, CRD has realized greater speed and flexibility in the development of industrial designs, such as the motocross helmet shown here.
Challenge:
Accelerate industrial design development by eliminating repetitive tasks, improving flexibility for making design changes, and streamlining communication of design concepts.

Solution:
Implement SOLIDWORKS Industrial Designer software.

Benefits:
- Cut industrial design time by 60 percent
- Completed the work of three people with one person in less time
- Improved communication with customers and partners
- Accelerated handling of design changes

“SOLIDWORKS Industrial Designer software provides all of the capabilities of other sketching and surfacing packages without their limitations. The software has allowed us to cut design time by 60 percent, which gives us time to create more concepts....”

— Jesse Hahne, Co-Owner

GREATER FLEXIBILITY ACCELERATES DEVELOPMENT

The integrated SOLIDWORKS Industrial Designer solution provides CAD with greater flexibility for creating more industrial design concepts in less time. “With SOLIDWORKS Industrial Designer software, we have everything we need for industrial design—from sketching and Sub-D push-pull modeling to surfacing and rendering—without having to jump back and forth between applications,” McCauley says.
“SOLIDWORKS Industrial Designer software provides all of the capabilities of other sketching and surfacing packages without their limitations,” Hahne adds. “The software has allowed us to cut design time by 60 percent, which gives us time to create more concepts, and we don’t have to write emails, schedule a web meeting, or travel out of state to share concept ideas. We just put everything in the design community, which makes it available to customers instantaneously and available for review at any time.”

**QUICK, EASY INDUSTRIAL DESIGN CHANGES**

Using SOLIDWORKS Industrial Designer software, CAD can quickly modify industrial designs without having to start over. This capability was especially valuable on the first two projects completed with the new software: a snowbike conversion kit for Kawasaki KLX110/110L motorcycles, which CAD developed for Holeshot, Inc., and a motocross helmet concept.

“Industrial design concepts are essentially derivatives of the same foundation,” Hahne explains. “The beauty of SOLIDWORKS Industrial Designer software is that you don’t have to start over and can work backward to make changes. For example, working on the motocross helmet, we needed to change the size of the helmet. Instead of creating a new surface model, I went back to step 10 and went on from there. This type of flexibility translates into time and money. With SOLIDWORKS Industrial Designer software, one person can do in a week the same amount of work that required three people and six weeks in a nonintegrated package.