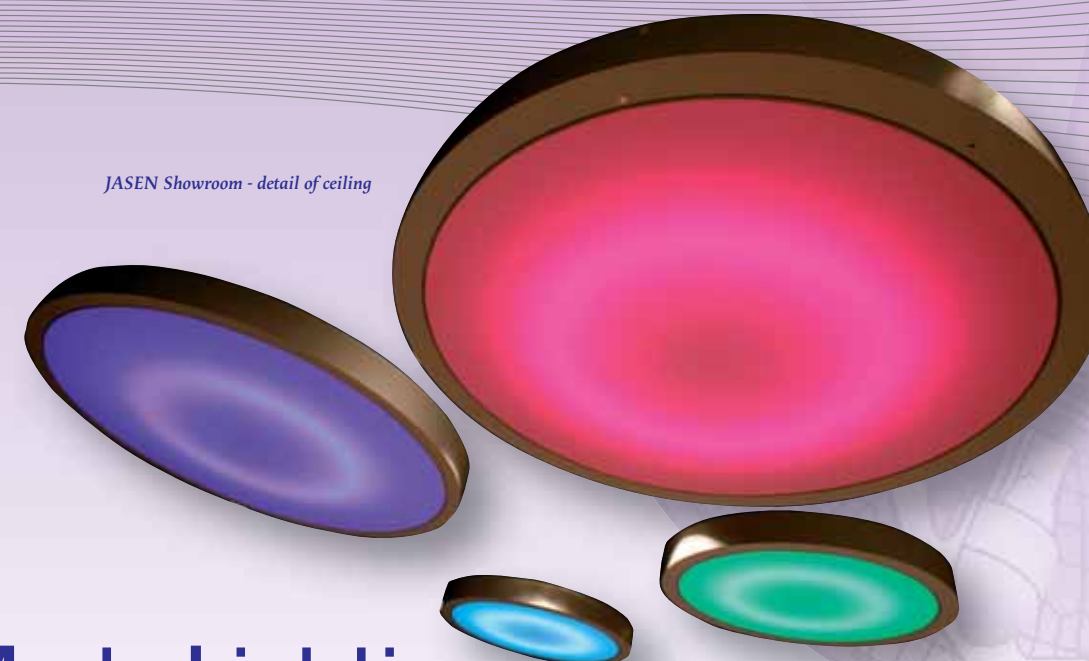


in practice



JASEN Showroom - detail of ceiling



By **Miroslav Zivanovic**



Miroslav Zivanovic  
R&D Manager, Buck

## Quality Custom-Made Lighting

BUCK's success lies in its ability to design innovative lighting solutions that are both functional and aesthetically pleasing. Thanks to the talented designers it works with and its use of CATIA, BUCK produces quality lighting that has made it a respected player on the international market.

Who would have thought back when the company was founded that BUCK would be the first Serbian company to win the prestigious "red dot award for product design" 17 years later? After all, red dot is the most renowned design award in the world and an internationally recognized label for design excellence. Thanks to BUCK's Medico Hospital Lighting and Supply Unit, an integrated lighting solution for intensive care units that combines lighting with medical gases, the company has gained membership in the select club of what internationally renowned designers and design experts consider the best in design and business.

### CHANGING TRENDS IN LIGHTING NEEDS

Cooperating and maintaining a close relationship with its 600 or so clients requires a flexible approach to lighting design. Designers create complete lighting systems in response to the changing trends in the European and international market. They incorporate modern technology in their designs that increase lighting efficiency hence reducing energy consumption. BUCK also demonstrates its eco-friendliness by using materials that respect the environment.

### CHALLENGES THAT REQUIRE FLEXIBILITY

Architects are often faced with numerous challenges that include technical as well as aesthetic considerations. "Architects want to work with us because our solutions are flexible and this enables them to accomplish what they have in mind. Thanks to the support of a 3D solution like CATIA we can easily develop original designs that include sophisticated technical and technological solutions," said Darko Budec, President of BUCK.

CATIA also enables BUCK to virtually show its customers different variations of a lighting system, which helps in the decision-making process. "Showing our customers the different 3D mock-ups brings additional value to the service we strive to provide them with. Adjustments are quick and the resulting design respects the customer's wishes entirely," said Budec. And thanks to the integrity and

3DVIA Composer, BUCK can use these 3D designs to create interactive installation procedures for its customers. For example, thanks to 3DVIA Composer's animation capabilities, a designer created animated installation instructions for BUCK clip-in ceiling lighting for one of its partners, a supplier of suspended ceilings in Russia. "With 3DVIA Composer we are able to create documentation that is clear and easy to understand for anyone wishing to install our lighting systems," said Budec.

### PROTECTING INVESTMENT

By virtually simulating the construction of future products, BUCK can very early check the geometrical accuracy and discover potential downstream assembly problems. "Designs that present geometrical discrepancies in the assembly as well as potential technological problems jeopardize investments related to tool production, which nominal value exceeds 100,000 euros. Thanks to CATIA, we secure our investments and reduce errors," said Darko Budec.

BUCK received technical support from CAD-CAM DATA, a member of the CadCam Group, Dassault Systèmes' reseller in Serbia. After successfully completing implementation and training on CATIA V5R15 XM1 in 2005, BUCK was able to design parameterized lighting systems that can be adjusted to different spaces and ambiances.

BUCK will soon transition from CATIA XM1 to CATIA PLM Express to take advantage of

Changes made to the original design are quickly and accurately reflected downstream.

its data management capabilities. The objective is to manage technical and technological documentation throughout the company and to link its BOM to the company's ERP system.

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### About BUCK

Founded in 1992, BUCK provides multi-purpose lighting solutions for spaces of all sizes. Its mission is to produce custom-made lighting of the highest quality and sophistication based on its client's needs. It also strives to provide customers with best in class engineering services in lighting solutions for shopping malls, office buildings, banks, insurance companies, universities, hospitals, factories, sports arenas, residential buildings and embassies. Its products are sold in Serbia as well as in Italy, France, Germany, Russia and Scandinavia. BUCK is ISO 9001-certified since 1997 and recently certified ISO 9001 by the Swiss certification company, SGS.

ORBITA 2/W - CATIA model

MEDICO System Inside - CATIA model

MEDICO System Outside - CATIA model

Telekom - Office building

