

Erlab

Creating marketing documentation faster and better with 3DVIA Composer



Overview

■ Challenge

To accompany the promotion of new product lines, Erlab needed to produce marketing and training materials for its sales force and customers.

■ Solution

Erlab designs its products with SolidWorks and then uses 3DVIA Composer to create the accompanying documentation that requires rich visual content.

■ Benefits

Erlab has improved collaboration between the marketing department and its design office, becoming more autonomous and producing documentation which is clearer, more attractive and less expensive to create and maintain.



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Giovanni Cuffaro
Marketing Manager
Erlab Group



Pioneers in laboratory safety

Headquartered in France, the 140 employee-strong Erlab Group pioneered the design and production of a ductless enclosure for filtering toxic chemicals. The device enables users to conduct laboratory experiments that involve noxious gases without putting themselves or the environment at risk. The enclosures do not have ducts connecting them to the outside. Instead, they capture toxic fumes at the molecular level inside the carbon-based filter.

In addition to filtering systems, Erlab also produces ventilated cabinets for chemical storage in the laboratory, as well as products used in biological research when collecting samples in the field.

Preliminary testing proves product reliability

Erlab's pragmatic sales approach is all about safety. "When prospects request one of our products, we first analyze the tasks they want to do and perform feasibility studies on whether they can safely accomplish these

tasks with our products," said Giovanni Cuffaro, Marketing Manager, Erlab Group. "We validate each scenario in our own laboratory before proposing the product best suited to their needs."

For example, a filter has a limited lifespan based on the quantity of chemical products it can retain. "By conducting these preliminary studies," said Cuffaro, "we provide added value to our customers by giving them guidelines on how our products should be used and in what context. This avoids situations that may pose a danger to humans as well as to the environment."

Innovation leads to new products

In its competitive market, Erlab innovates in order to improve and renew its product line and stay ahead of the competition. Cuffaro said: "Our research department is always looking for ways to improve the activated charcoal we use in our filters - from selecting the ideal raw materials to the way we elaborate each filter." Innovation has also



given birth to new product lines, which has generated the need for more marketing tools. “New product lines require new marketing materials for our sales force and customers. We therefore decided to implement 3DVIA Composer, from Dassault Systèmes, and use it to create all our product fact sheets, training materials, sales catalogues, and just about any documentation that requires rich visual content of our products.”

Smooth transition from product design to marketing

Prior to using 3DVIA Composer, Erlab’s marketing specialists would ask product designers to create images for their documentation. Thanks to the link between Erlab’s design tool, SolidWorks, also from Dassault Systèmes, and 3DVIA Composer, the marketing team has gained in autonomy. “We have accelerated document production simply because the process of expressing our needs to product designers, having them create the images, verifying them and re-doing them if they are not exactly what we wanted, has been eliminated,” said Cuffaro. Documentation specialists can import a SolidWorks model into 3DVIA Composer themselves and create the right images from the start. “Another

advantage is that 3D models can be exported in a format that can be natively used by 3DVIA Composer. We no longer need to convert files or reprocess them, which used to take too much time.”

3DVIA Composer’s ease of use enabled Erlab marketing specialists to be up and running after only two days of training. “Although we have not yet fully mastered this solution, we have nevertheless been able to take advantage of its many features to create attractive documentation on time for all our new products,” said Cuffaro.

Documents are clearer and less expensive to produce

Erlab’s customers and sales force appreciate the clarity, attention to detail and overall quality of the documentation and even say it is easier to understand. “Thanks to the fact that we can show even the most minute details of our products with 3DVIA Composer, we are now able to publish documents such as assembly instructions, using only images, without text,” said Cuffaro. “This has reduced translation costs and facilitated document management since we only need one version of the document.”

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