



CHAD ALEXANDER DESIGNS, AZ

"It just makes sense."

Chad Alexander Designs studio was created in 2004 by Chad Alexander and Melissa Lynn in Payson, AZ. Chad graduated from GIA as gemologist and learned jewelry trade from his parents who used to have a retail store in the state of Kentucky. Melissa used to be a retail store manager in Pennsylvania.

Chad admits that even being an experienced jeweler, he felt that wax carving was limiting his creativity due to the amount of time it took to realize his design. Chad declares: "Ever since I starting using 3DESIGN, I am now able to design everything I can imagine."



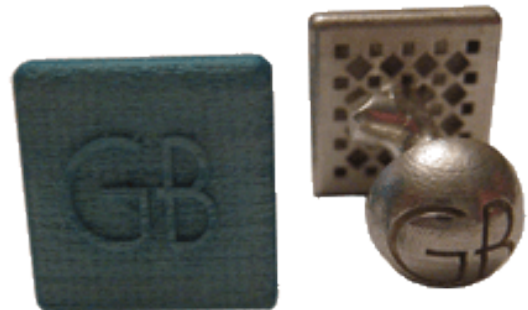
Just two weeks after his 3DESIGN training in Los Angeles, Chad Alexander Designs signed a contract with a local Arizona bank to design and make personalized gold cufflinks for over 100 employees and board members. "I truly believe that without 3DESIGN Software I would have never won this contract, I was competing against several other bigger jewelry manufacturers" Chad evokes.



When asked where he thinks that 3DESIGN contributed to his success, Chad responded the following: "I was able to submit a very realistic 3D rendering within 24 hours."

The advanced Rendering Module along with quality output capabilities for machines (STL, etc...) allow designers to produce physical models and also virtually showcase their creations. Validate your designs with you customers, display them in catalogs, and create videos and quality resin and wax prototypes. Thereby significantly reducing your costs and validation process.

Chad also added "But what really made the difference was that I was able to modify the design immediately and easily **to exactly match my customer's vision and ideas.**" Thanks to the unique concept of the parametric construction tree that automatically recalculates models when an element is edited. It allows you to edit and modify your design at any step, at any time, even weeks later!



According to Chad "if I had to do it by hand (wax carving) the edits and the back and forth between the customers, it would have probably taken me a few weeks for the final model and cost me the contract."



What Chad appreciates the most is "The customer support in Los Angeles, which also played an important role in this success by quickly answering my questions and helping me during this project."

Chad admitted "I never really focused my business towards corporate or incentive jewelry" but since he discovered 3DESIGN, he simply declares that "**it just makes sense**, and it is so fantastic to view your models virtually in gold, silver or platinum, modify them instantly and even estimates their weights! Because of this, I definitely see **new business opportunities.**"