



MALHOTRA INC., N.Y.

"...Just do it!"

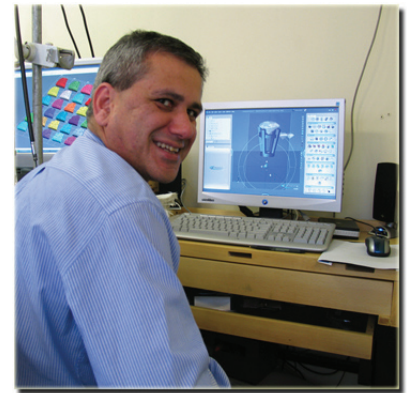
New York based jewelry manufacturer, Malhotra Inc. was established 15 years ago. Famous for his innovative designs, Morten Degne mark has always believed that CAD would become a reality for the jewelry industry. With CADblu's help, he kept on searching for technologies to help him grow his business.

Iconic in the North-East USA, Rich Motto has built up CADblu and 3D factory to help jewelry businesses accelerating their sketch-to-final piece process and is serving the industry offering **solutions to become more competitive.**

During a visit at CADblu, Morten had been offered a live demonstration of 3DESIGN and it didn't take long for him to realize that his dream was coming true. He was so determined to find what he was looking for, and couldn't believe that finally 3DESIGN was the one.

Non 3D user, Morten wanted a technology that would be very easy to use, interactive and productive. He is a busy man, and his time is valuable, he does not want to waste time when he creates with CAD.

"Starting with a 3-day training, we [Morten and his designer] were up and running after one week of practice. A few weeks later, I could give to my designer the most complex job to create and it would be done in no time with 3DESIGN and the quality is outstanding", says Morten.



Parametric technology is not only a "history manager", but truly a feature allowing designers to change the design to obtain new pieces. When a 3D model is completed, users can change any aspect of the design by easily using the history tree. The software will recalculate down the entire construction tree to recreate the new piece. This is a unique major innovation in the jewelry design industry, where undoes and redoes and start over are no longer required when a client needs some change on a design. Each step of the construction tree can be modified, renamed, deleted or replaced; that construction tree is saved with the file, so users can modify at a later time.

Thanks to 3DESIGN, Malhotra is able to manufacture a multitude of jewelry products. "We are now looking to buy a machine since we have become so diversified and productive" Morten has said with contentment in his voice. "We currently manufacture for the largest retailers who are very demanding." Malhotra now has other jeweler designers using 3DESIGN CAD who are very productive as well.

Generally, their designers would not import a sketch or picture to create a piece of jewelry but would rather create the ring from scratch in 3DESIGN. Thanks to its user-friendly interface and great features, it makes creativity easier. Especially when approximately 60 new designs have to be produced a month! Its unique parametric technology allows designers to save, modify, transform and offer in a variety of forms any piece created with the software. All these operations are automatically and rapidly calculated.

Morten recommends to any potential users of 3DESIGN CAD to **"just do it!"**

