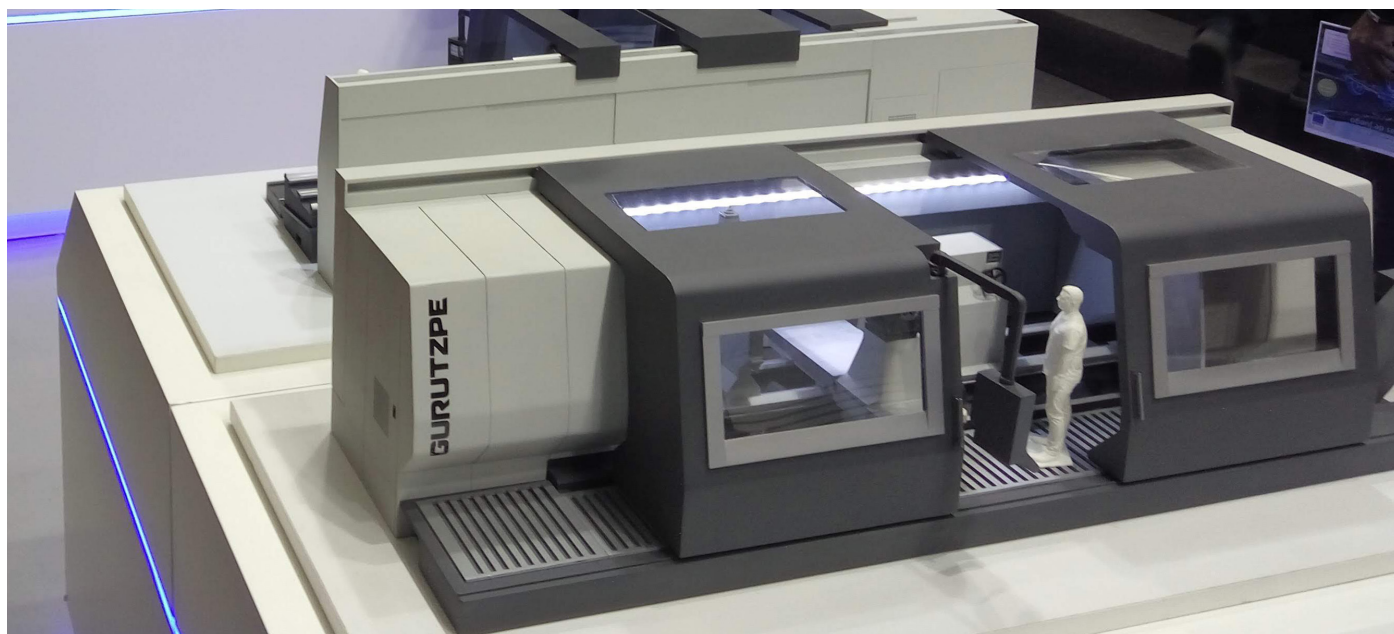


Scale models of Machinery



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Sector: Equipment goods

Challenge: Gurutzpe manufactures large horizontal lathes and has customers all over the world. Exhibiting these machines at multiple international fairs has great difficulties.

Solution: The manufacture by means of 3D technologies of scale models of these equipments has allowed the models of its range that have interested them most to be exhibited at each fair.

CHALLENGE

Gurutzpe as one of the world's leading manufacturers of horizontal CNC lathes, has a wide range of solutions for multiple industrial sectors, including those that manufacture large parts. Therefore, the machines manufactured by Gurutzpe tend to also have a large

size. This turns out to be a problem when you have to move your machines around the different events and exhibitions throughout the world.



Finished mockup, ready to ship.

SOLUTION

The manufacture of scale models with a realistic finish has represented a change of strategy in the planning of the fairs for Gurutzpe. Being able to build models of the complete range of its equipment facilitates commercial work by being able to compare them at the same fair. Even the models can be adapted with different modules to adapt them to the production of pieces from different industrial sectors.

By making the models using additive manufacturing, the real parts have been faithfully reproduced from the original CAD. This allows the different pieces to fit together perfectly, achieving the different movements that real machines have, but scaled. The models have finishes that highlight the strengths of each model and are prepared so that the sales team can show all the new features that have been implemented. These models have lighting and allow the movement of the different elements, so they are a great attraction for visitors to fairs.

The models have been manufactured in a modular way, combining different 3D technologies and achieving, if necessary, high precision in details, transparent pieces, as well as pieces in functional materials that support movements.

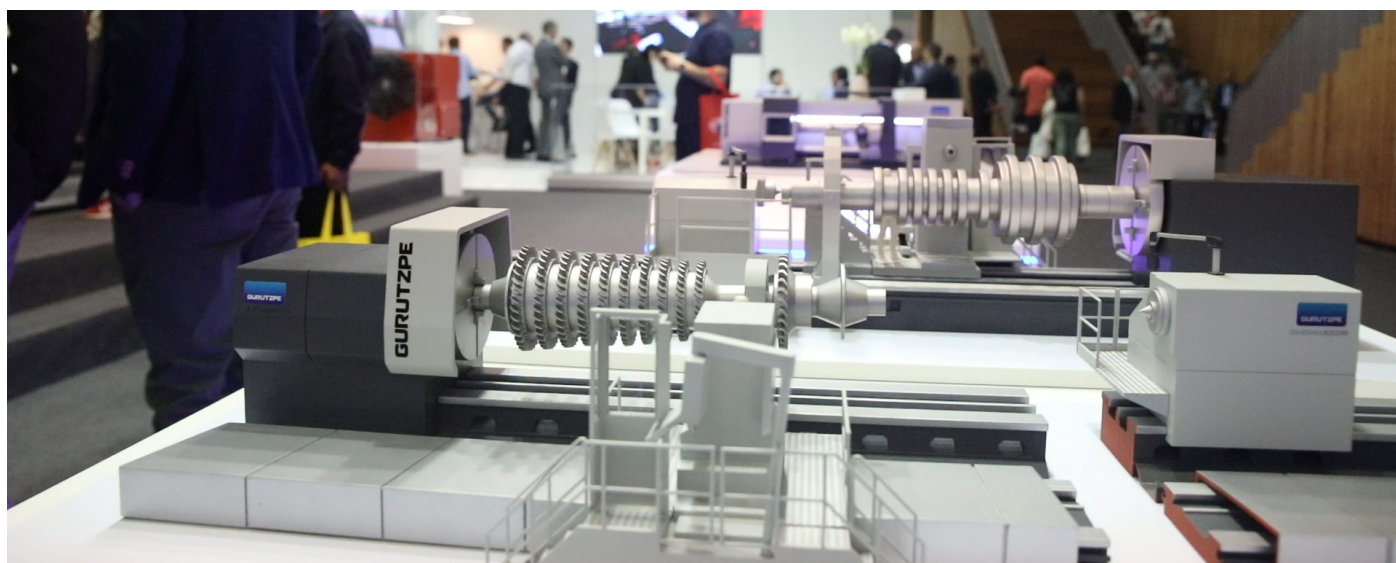


Realistic finishes and small-scale movements.

ADVANTAGES

The obvious improvement is a reduction in commercial costs by not having to move the real machines from fair to fair. In addition, some of them already have a size that cannot be displayed anywhere. You have to take into account the costs of moving the machines, the size of the stand, assembly / disassembly, assembly teams and

all the time that is lost in the process. Another important improvement is that the mockups always attract people to the booth. You can also expose the entire full range simultaneously. By duplicating models, they can be exhibited at trade shows held on different continents at the same time.



Model at fair BIEMH.