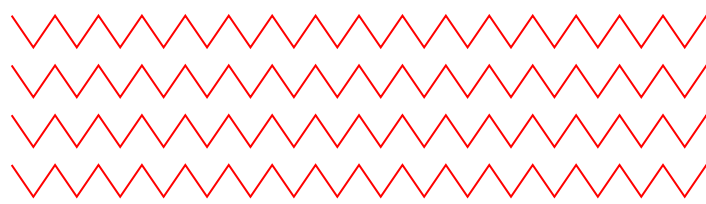Ultimaker

Fast and risk-free product design and prototyping

Making up to 100 iterations per design cycle, Bhold has significantly minimized the risks, shortened the time to market and reduced prototyping costs. In addition, 3D printing opened a whole new world of complex and beautiful geometries that were impossible to achieve with traditional alternatives.

Company
Bhold

b_hold

Industry
Consumer goods

Challenge
Reduce design/manufacturing times and prototyp-ing without exceeding the budget. Encourage others to test the products and provide valuable feedback in a timely and cost-effective manner.

Solution
Use 3D printing to prototype easily and quickly, at minimum cost. Involve a global open-source community to easily test and share designs.

Results
- Shorter time to market
- Reduced costs
- Complete design freedom
- 50-100 iterations per product
- More products, tailored to the customer's needs, produced in less time

Bhold – Introduction
The Bhold studio creates engaging products, designed to solve a range of everyday problems. Unlike traditional product design brands, their designs are enhanced by cutting-edge technology and verified by a community of beta-testers worldwide.

Bhold is driven by a desire to bring efficiency and sustainability to their manufacturing process; using technology to create cost-effective designs and making data-driven decisions at each stage of development. Production is only scaled once the design is fully market-tested and proven. Products are easily perfected via a global beta-testing program facilitated using 3D printers.

Challenge
Traditional manufacturing methods are extremely limiting for companies like Bhold. They don't allow enough design freedom; and creating prototypes is a lengthy, costly process. Taking a traditional route would hold up product launches and reduce the number of products coming to market each year. Additionally, product-testing would be far more complicated and time-consuming. Bhold needed a reasonably priced solution for these challenges.
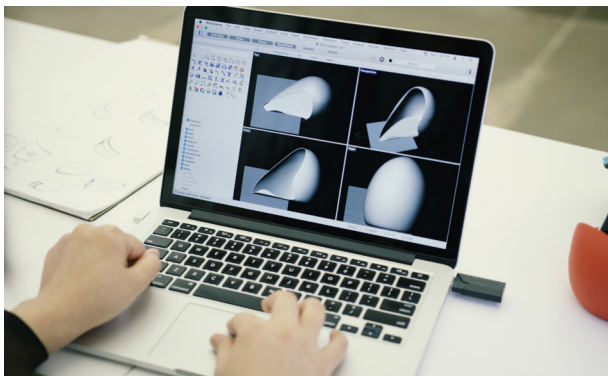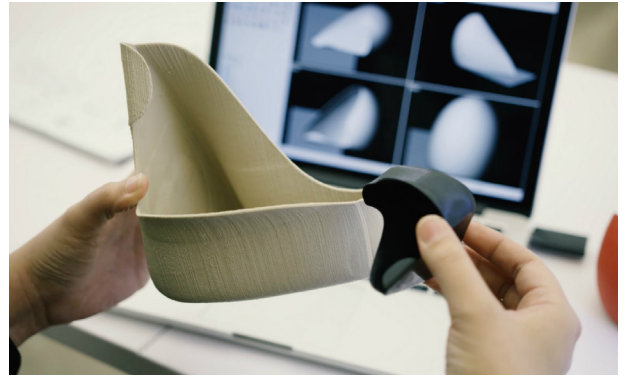
Solution

By using Ultimaker 3D printers, Bhold revolutionized their product design process. Creating prototypes is now cheap and easy and reduces risk in the development phases. 3D printing removes many of the constraints associated with product manufacturing, giving the company complete design freedom. "Within hours," Taing says, "I can have a real-life version of my product in hand to study and improve where necessary. This shrinks the development process from months to a matter of days."

Multiple iterations can be run quickly and efficiently

Results

3D printing and access to the global network of users allows Bhold to scale design and testing in a way that isn't possible with any other method. Bhold's collaboration with Ultimaker means anyone around the world with a 3D printer can download a digital file, print the design on their printer and send in feedback immediately. This eliminates problems with shipping, damage from transport and handling and delays in international shipping. Each product gathers the maximum amount of testing data and is shaped with real-world feedback. Bhold and users can see how concepts evolve over time.

Development processes shrink from months to days

With 3D printing, designers are given complete design freedom

Costs

Traditionally, cost depends on the product, method and material chosen. Each prototype must to be created from scratch or modified from a temporary mold. Labor and materials are easily over $100 per prototype. This results in fewer iterations and much less testing to keep the project on budget. With 3D printing, Bhold can produce between 25 and 40 versions for the same budget.

	External suppliers	Ultimaker 3D printers
Products	1 per year	12 per year
Iterations	4 per product	100 per product
Cost	$250 per prototype	$13 per prototype
Time	2 weeks per prototype	8 hours per prototype

About Ultimaker

Since 2011, Ultimaker has built an open and easy-to-use solution of 3D printers, software, and materials that enables professional designers and engineers to innovate every day. Today, Ultimaker is the market leader in desktop 3D printing. From offices in the Netherlands, New York, Boston, and Singapore – plus production facilities in Europe and the US – its global team of over 400 employees work together to accelerate the world's transition to local, digital manufacturing.

Request a quote today at ultimaker.com/quote/request

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