

TOY STORY



Toy manufacturer meets deadlines, cuts errors with Objet 3D Printer

“We’ve reduced design errors by 80 percent and have seen a huge improvement in the predictability of our product development schedules and in the quality we deliver.” — Roberto Aguilar Marquez, Marketing Director, Bondy Fiesta

Bondy Fiesta increased time to market for its toys and improved the quality with an in-house Objet 3D Printer.

Background

Bondy Fiesta manufactures a wide range of toys, including mini toys for the novelty candy market and budget toys. The company licenses well-known brands such as Barbie, Disney and Nickelodeon and exports budget toys around the world.

The Challenge

Bondy Fiesta receives licenses from brands for limited timeframes and therefore must complete product design and development within strict deadlines. Product development delays caused by design errors frequently prevented the company from using the full purchased licensing period. Traditionally, Bondy Fiesta relied on an external company for 3D modeling and prototyping, with each prototype feedback cycle taking two or three weeks. In addition to the inconvenient and time-consuming process, the models were not highly realistic, so design errors were often discovered very late in the mold production phase. This caused serious delays in production and unexpected costs.

The Solution

Bondy Fiesta selected the Objet Eden260V™ 3D Printer for in-house prototyping. “We surveyed all available brands and compared the materials used, flexibility and resolution,” said Roberto Aguilar Marquez, marketing director, Bondy Fiesta. “It was critical for us that printed models be fully functional so that customers could test and experience our products, including moving parts. In addition to its excellent resolution on the Z axis, the Objet 3D Printer offered models with very high finishing quality and accurate details. This matched the requirements for our small toys.”

At a Glance

Challenges

- Avoid discovery of design errors during mold production phase
- Improve on-time product delivery
- Reduce production costs

Solution

- Objet Eden260V 3D Printer in-house instead of outsourced prototyping solutions

Results

- Shorter product development cycle
- Some processes reduced from 2 to 3 weeks to 1 day
- Improved product quality, with design errors reduced by 80 percent
- On-time prototype delivery
- Increased number of contracts from licensing companies

Putting 3D models to work at every stage

Bondy Fiesta uses the Objet Eden260V 3D Printer during all stages of product design. "The first project we used the Objet 3D Printer for was a line of small Barbie collection toys, such as a coffee set and a kitchen set," said Aguilar. "We have the 3D printer in our office, just like our regular ink printers. The operation is very simple, and with the plastic resins we create very realistic models that look, feel and function just like our toys."

Bondy Fiesta has improved its delivery schedules dramatically, reducing to a single day some processes that previously took up to three weeks. Design errors are now discovered and resolved much earlier in the process, and Aguilar estimates they have decreased by 80 percent.

"It may sound like an overstatement, but the Objet 3D Printer raised us to a new level of quality, both from the product and from the company points of view," said Aguilar. "We now provide much higher quality products, more innovative designs and faster development. Our licensing companies were surprised at the quality of our development process. They realize that we are capable of handling much more complex orders and have been offered more projects. We've reduced design errors by 80 percent and have seen a huge improvement in the predictability of our product development schedules and in the quality we deliver."



Parts like this can now be printed at night unattended.



Bondy selected the Objet Eden260V 3D Printer because of its high Z-axis resolution.



Realism was lacking in previous prototypes, so errors caused delays.



Time to produce models like these has been reduced by several days.

Stratasys | www.stratasys.com | info@stratasys.com

7665 Commerce Way
Eden Prairie, MN 55344
+1 888 480 3548 (US Toll Free)
+1 952 937 3000 (Intl)
+1 952 937 0070 (Fax)

2 Holtzman St.,
Science Park, PO Box 2496
Rehovot 76124, Israel
+972 74 745-4000
+972 74 745-5000 (Fax)

ISO 9001:2008 Certified

© 2013 Stratasys Ltd. All rights reserved. Stratasys, Stratasys logo, Objet, For a 3D World, Objet24, Objet30 Pro, Objet Studio, Quadra, QuadraTempo, FullCure, SHR, Eden, Eden250, Eden260, Eden260V, Eden 330, Eden350, Eden350V, Eden500V, Jo Manager, CADMatrix, Connex, Objet260 Connex, Connex350, Connex500, Alaris, Alaris30, PolyLog, TangoBlack, TangoGray, TangoPlus, TangoBlackPlus, VeroBlue, VeroBlack, VeroBlackPlus, VeroClear, VeroDent, VeroGray, VeroWhite, VeroWhitePlus, Durus, Digital Materials, PolyJet, Polyjet Matrix, ABS-like and ObjetGreen are trademarks or registered trademarks of Stratasys Ltd. and/or its subsidiaries or affiliates and may be registered in certain jurisdictions. All other trademarks belong to their respective owners. Objet-CS-BondyFiesta-09-13

For more information about Stratasys systems, materials and applications, call **888.480.3548** or visit www.stratasys.com

