



O.C. TANNER, UT

"Full new collection completed in a few months."

As the world's premier provider of strategic employee recognition solutions, O.C. Tanner is creating award programs for some of the world's most successful companies. One of the areas of employee recognition is custom jewelry. O.C. Tanner offers everything from pendants to class rings they even offer personalized fine jewelry from every category. O.C. Tanner has been using 3DESIGN Software since the end of 2005.



As of today, O.C. Tanner has six licenses of 3DESIGN utilized by different departments involved in the jewelry collection:

- Design department using 3DESIGN to create new rings models based on customers specifications
- Ring department using 3DESIGN to create 3D prototypes and a finished product for customers' approval
- Tool & Die department using 3DESIGN to make the molds needed for production
- Marketing department using 3DESIGN 3D Renderings to communicate with customers and in marketing materials

As Chase Maxfield from the design team explains, "When creating a design, we have to keep in mind that it has to provide enough space for corporate logos and has to be customizing to fit various logos size and designs... Only 3DESIGN can provide a multitude of specialized jewelry functions like bezel, pave, channel and still allow **indefinite modifications thanks to its parametric abilities.**"

"Another important advantage of 3DESIGN for the design team is that it is multi-platform, Macintosh, Windows and Linux" Chase added.



The best example of the success of 3DESIGN at O.C. Tanner can be seen throughout the 2007 ring collection (Example shown on left) that is the perfect fusion of modern style, elegance and meaning. Designs rising above mere recognition, a company logo can be subtly placed on any of the creative rings.

Mike Padilla from the Marketing department admits that "since the integration of 3DESIGN in the ring process, **a full new collection has been completed in a few months** which has not been done for years before... 3DESIGN effectively decreases the time from design to final product without compromising on quality."

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The Advanced Rendering Module in 3DESIGN offers you even greater power and capabilities to show off your designs, special features have been added to allow jewelers to create efficient and realistic sales presentations (for websites, catalogs, posters, advertising, etc...). With 3DESIGN CAD5, directional light is available as well as two types of environment domes that help the designer set brightness and contrast to the object depending on the settings. Sky and gradient domes help in creating a complete environment around the object and allows the modification of the materials reflection quality depending on the light, materials and various effects wanted.

Patrick Warren, from the Tool & Die department adds that " 3DESIGN V4 was already a very good software but the newest version CAD V5 even exceeded our expectations with a lot of new features included Signet ring builder, wire cluster, Ajour cutter, ... we also really enjoyed the 5-day advanced class that took place in our company a few weeks ago."