

Presentation Modelling

GHD required 30 working prototypes for market research and product testing. Using presentation models manufactured from fully detailed 3D CAD and stereo lithographed models, Glenelg arranged component manufacture to provide prototypes indistinguishable from production products. The prototypes also allowed for the testing and fit of internal components.

Taking a product to this level of prototyping provides the client with maximum confidence in design aesthetic and function before high investment in injection mould / production tooling is required.

