

Creative Factory offers a complete new product development and design service, mould manufacturing and finished product

Creative Factory cc is a young dynamic company, born from the need within the tool making industry for a one stop shop. From innovative design and development of products, right through to mould making and production of finished printed components or anything in between.

Creative Factory started three years ago when Roy Miller and Louis Avenant decided to fill this niche. Combined, they have over 50 years experience in the plastic injection and mould making industry. It all started with the idea, "How can we make a difference to improve this industry which has been so good to us, and how can we make it more dynamic, all this while still enjoying what we do?"

"From previous experience, we have run into many problems while doing projects locally. We could never find a one stop shop for our ideas. Firstly, most tool rooms used different CAD/CAM solutions, which made the overall management of data and the control of engineering changes to the product design an issue" said Louis Avenant.

"Secondly, we had a huge skills shortage in the industry, which in turn made most projects extremely expensive for ourselves and our customers. Thirdly, projects lead-times were problematic. Creative Factory was started in partnership with Miller Methods. Our idea



Roy Miller and Louis Avenant



Creative Factory cc exhibited at ProPlas Expo 2009

was to offer this one stop solution for the local plastic and manufacturing industry. Thus utilising our experience, knowledge and technology, for the benefit our customers, to bring their products to market quicker" Avenant continued.

"The idea was to do a project from A to Z for clients. First we had to set up the core management structure of the company, which was where it all started, the design and project management team. This was done by forming alliances with the most exceptional companies to provide additional services. We also have taken the best in its class software solution for our design team. In addition we have formed partnerships with local and offshore toolmakers" he continued.

"For product design and development our design team is highly skilled as we have employed only the best B-Tech Industrial designers. With this industrial design, tool



A tray mould



The pool cleaner designed and manufactured for a client which is a finalist for the SABS Design Awards 2009

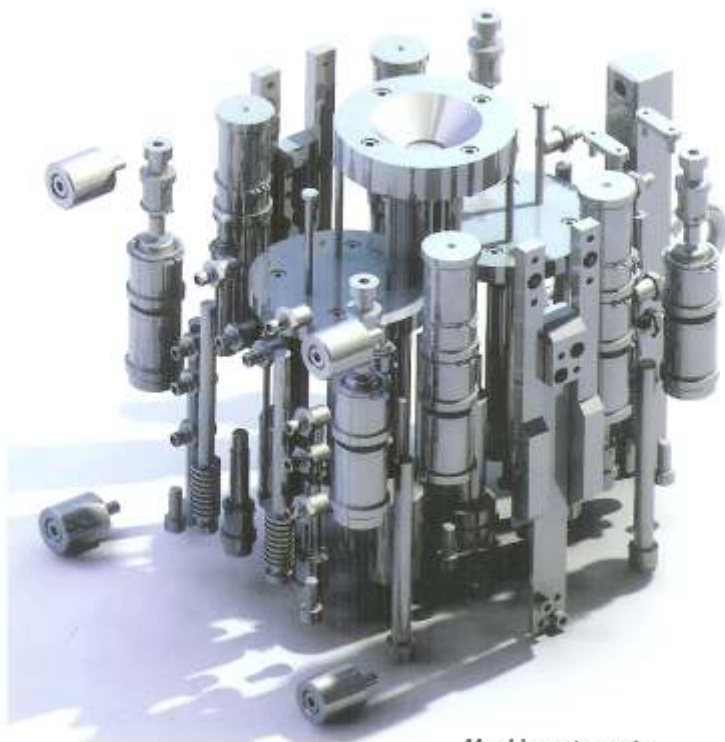
“A well known pool cleaner company approached us to design and develop their product, manufacture the moulds, and run the production on all the different components. After we successfully completed the design phase, we moved over to the tool manufacture phase”

making and engineering experience, we have made design the core of every product's identity.”

Cimatron Suite of Solutions

“For a software solution we took onboard the Cimatron Suite of Solutions. This we found to be the best in class integrated solution for the manufacturing as well as the tool, jig and die making industries. On the industrial design side it offered us a full hybrid modeling environment. Cimatron has all the tools to take the part from the designer and create moulds or progression dies with a simple wizard based solution.”

On mould design



Mould components

this includes splitting the component, electrode generation, draft analysis, generation of core, cavity and sliders. With progression tools it has die quoting, finite stress analysis, blanking and shape design, strip layout. Both have exceptional libraries which drastically reduce design time. The tool room will then take this geometry into the NC environment and have the CNC machines cutting steel within 30 minutes of the product design being handed over to the mould designer. The beauty of it all, it's in one system, no import and export of geometry between systems, making the modification to part geometry as easy as applying the ECO manager within the system, updating the system from start to finish, having the modified NC code within a couple of minutes after changes has been received from customer. All of this within the same software solution.”

“For providing prototypes for all our designs and product development, we added the services of Solid Dimension. They provided us with the highest quality of prototypes.

“For our own in-house tool room and production facilities, we formed a partnership with Miller Methods. All moulds that are made in our tool room, other local tool rooms or offshore tool rooms can now be modified and be maintained by our own tool room, taking care of all the breakdowns and maintenance of our customer moulds, giving peace of mind, which in turn ensures limited down time in production. To test this idea, we started with our own projects and we found it extremely successful.”

“The next logical step was to offer this service to our customers. One of the projects we took on was for a furniture manufacturer. They had to design and manufacture a money tray for their customer. When they approached us they had already spent a fortune on the product design, paid a deposit for the tool manufacture, which turned out to be overpriced, under designed and late. We took on the project, started the mould design and manufacture

from scratch and completed the project within 45 days at a fraction of the original cost.*

*A well known pool cleaner company approached us to design and develop their product, manufacture the moulds, and run the production on all the different components. After we successfully completed the design phase, we moved over to the tool manufacture phase. We had to manufacture moulds for 16 components which made up the pool cleaner. Six months later we successfully tested the final assembled product,



A Coke carrier

with minor changes to the design. We helped the customer with branding and are currently manufacturing the product for export. This design is running as one of the finalists for the SABS Design Awards 2009. All thanks go to the Creative Factory's design team for designing such an awesome product.*

"We now have a state of the art facility where young



A vuvuzela designed and manufactured for a client

toolmakers and designers can walk in and be exposed to a wealth of exciting ideas and know how of tool making. We are proud to say that we have created this environment. Any young, inexperienced or experienced toolmaker can walk into our environment, and be exposed to the best in its class software solution, how to take a product design, extract mould core and cavities, take it into the NC environment, generate his tool path and output the NC code, go to the CNC machine, setup the job and cut steel within 30 minutes after the design was handed over to him. Because it's an integrated and concurrent system, the mould designer will be completing the tool design in the background while we are already cutting steel."

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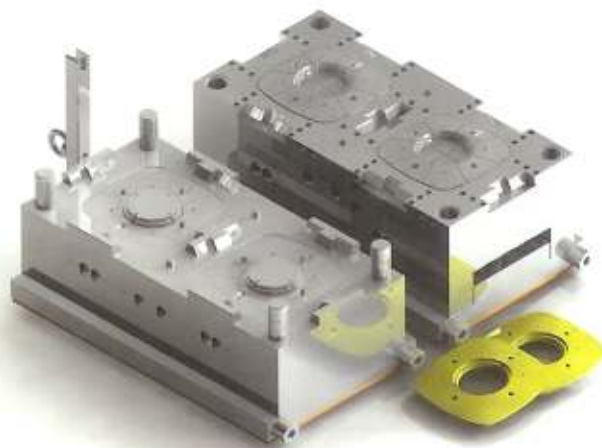
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Mould design

Creative Factory serves the Packaging, Medical, Computer, Toys, Industrial, House wares, Automotive and General Consumer Product Industries. Clients include Germ Africa, MCG Industries, APC Innovations, Coke, Coega Cables, Sofnfree, Redtop, Hypo Safe, Gardenia, Braza, Clere, Appeltiser, Sally Williams, Fly Inn, Popla Kitchens, Rand Plastics, The Plastic Workshop and Afri-mould.

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