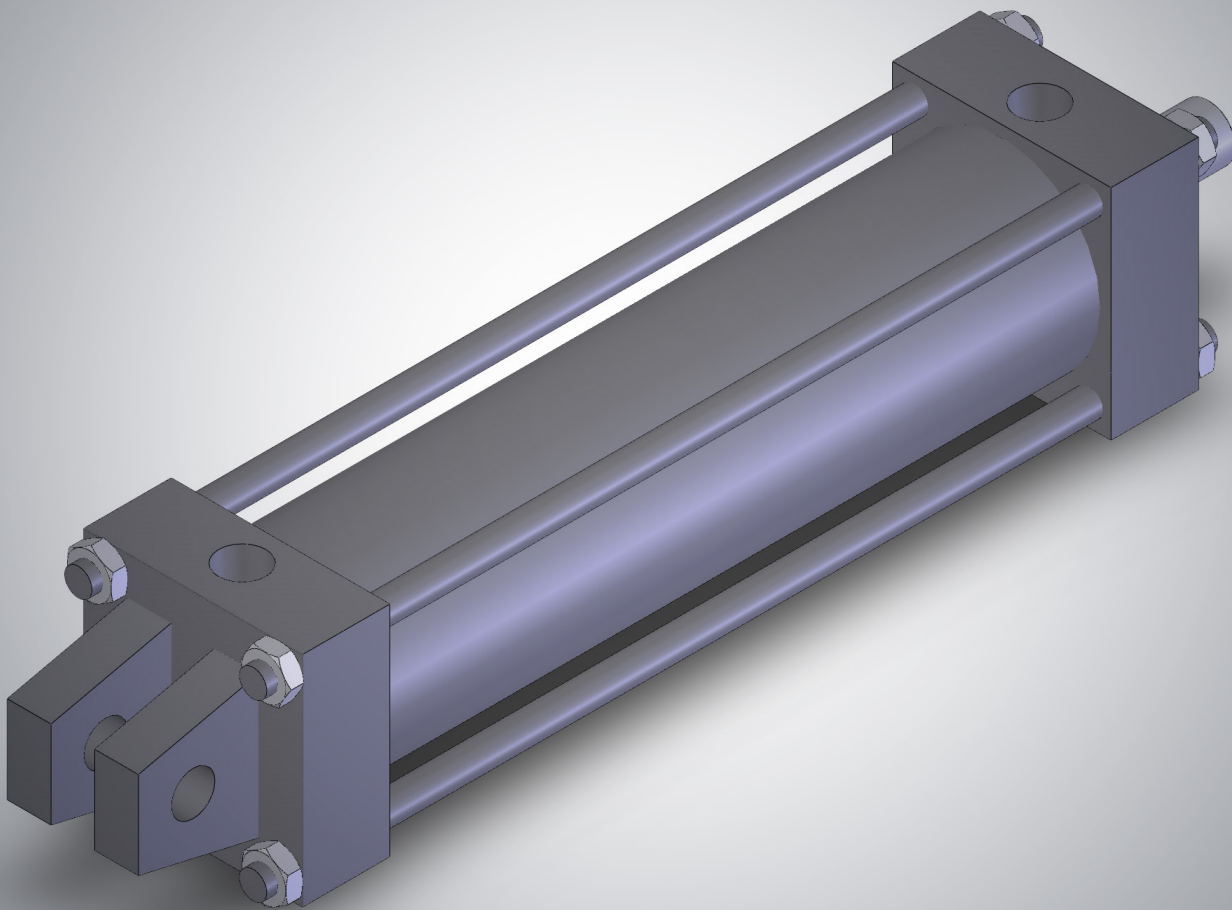


# CYLINDERS & VALVES, INC.

FREEING UP ENGINEERING RESOURCES VIA 3D MODEL  
DOWNLOADS WITH 3D CONTENTCENTRAL



Using 3D ContentCentral to support downloads of configurable 3D CAD models of its products, Cylinders & Valves no longer needs to tap engineering resources to fulfill model requests, allowing its engineering specialists to focus on custom and new product development.



### **Challenge:**

Satisfy increasingly frequent requests for 3D CAD models of products without having to take engineering resources away from new product development activities.

### **Solution:**

Implement the 3D ContentCentral Standard supplier model download service to expand web presence, support model downloads in all leading CAD formats, and generate leads.

### **Results:**

- Achieved 850 model downloads in first year
- Increased web traffic by 15 to 20 percent
- Realized additional lead generation mechanism
- Freed up engineering resources for custom and new product development

Cylinders & Valves, Inc. is a family-owned pneumatic and hydraulic supply manufacturer based in Strongsville, Ohio. The company has manufactured high-quality, small-bore, pneumatic and hydraulic cylinders, valves, and fittings since 1958. Known for reliability and performance, and with customers in the United States, Canada, China, and elsewhere abroad, the company is truly a small business with a big influence, providing standard and custom-designed products to customers worldwide. Unlike large manufacturers of pneumatic and hydraulic components, Cylinders & Valves will customize its products to meet specific customer requirements regardless of the size of the order.

As a small company with limited engineering resources, adhering to the company's customization commitment is an ongoing challenge, especially as customer requests for 2D and 3D CAD models have become increasingly frequent in recent years, according to General Manager Katherine Frederick. "Until 2016, customers could refer to our paper catalog or access 2D PDFs of drawings from our web site to acquire product information," Frederick recalls. "However, more and more customers began requesting intelligent 2D or 3D models of our products for import into their designs, which required pulling one of our technical specialists from their work to honor these requests."

Machinist Brett Menszyk, one of the technical specialists asked to respond to model requests, says that configuring and creating 3D CAD models to meet these requests was additionally challenging when using BobCAD-CAM's® design and machining software because customers often requested a 3D CAD format that he could not produce with that system. "We'd then have to provide the models in either IGES or STEP format, which contain less information than native 3D CAD files," Menszyk explains. "Addressing each request manually was also taking a lot of time and pulling us away from our day-to-day work. If we could take model download requests off our

plate through an online catalog service, it could free us up to focus on new product development."

As the customer model requests continued, Frederick decided to investigate online supplier catalog services that support 3D CAD model downloads. Although she was initially turned off by the high costs of some of the services that she considered, she was pleased to learn how cost-effective the 3D ContentCentral® service is for supporting configurable model downloads in all major CAD formats. Cylinders & Valves began its subscription in 2016 at the 3D ContentCentral Standard level, which provides storage for up to 5GB of configurable 3D CAD models and details on up to 200 leads per month, because it is easy to use and affordable.

**"Today, nine times out of 10, customers not only want the information online, but also want the 3D CAD model in their native format. With 3D ContentCentral, we are able to satisfy this need without breaking the bank."**

— Katherine Frederick, General Manager

### **FROM FLAT PDFS TO CONFIGURABLE MODELS**

By subscribing to 3D ContentCentral, Cylinders & Valves has dramatically upgraded the quality of information that it can provide to prospective customers. Instead of requiring designers and engineers to read through a paper catalog or download flat 2D PDF pictures of a product, prospective clients can now download intelligent 3D CAD models, in their preferred format, for direct import into their designs.

"At one time, referring to a hard-copy catalog or looking at a PDF image was sufficient for many of our customers," Frederick notes. "Today, nine times out of 10, customers not only want the information online, but also want the 3D CAD model in their native format. With 3D ContentCentral, we are able to satisfy this need without breaking the bank."

### **INCREASED WEB TRAFFIC, LEAD GENERATION**

Since implementing 3D ContentCentral in 2016, potential customers have downloaded models of Cylinders & Valves products 850 times, resulting in an increase in traffic to the company's web site of 15 to 20 percent. "Over the past five years, we've seen an increasing number of customer requests for models, and the 3D ContentCentral online catalog service enables us to cost-effectively support configurable 3D model downloads in leading CAD formats, just like our much larger competitors," Frederick stresses.

"This opens up opportunities for us because we'll do the customization work—even for as few as 10 cylinders—that the big companies won't touch," Frederick continues. "3D ContentCentral also provides us with a lead generation mechanism that we didn't have."

### FOCUSING ON CUSTOMIZATION, NEW PRODUCT DEVELOPMENT

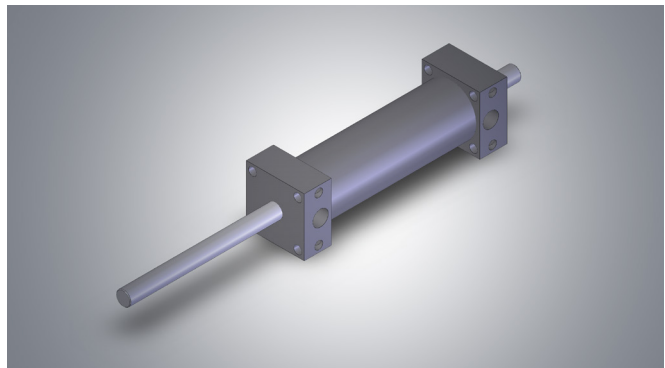
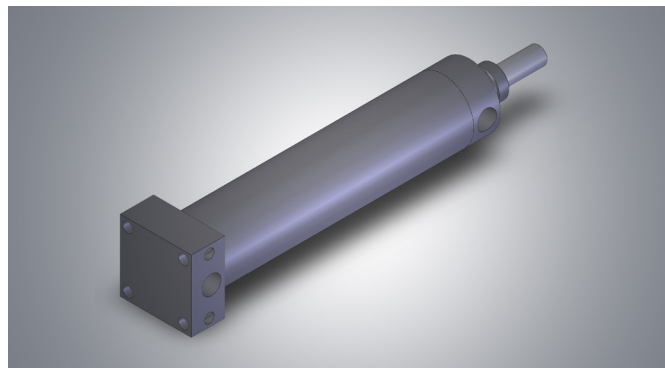
In addition to helping fulfill customer model requests and generating leads, the 3D ContentCentral online catalog subscription frees up engineering resources at Cylinders & Valves, enabling the company's designers, engineers, and machinists to concentrate on product customization and new product development. "When 3D ContentCentral came online, we immediately had more time to focus on new product development," Menszyk notes.

"Increasingly, our business revolves around customizing existing products: taking an existing design, making some changes, and producing a new custom product," Menszyk adds. "With the 3D ContentCentral service automatically taking care of model download requests, we now have the time to focus on this growing facet of our business."

### Focus on Cylinders & Valves, Inc.

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By using the 3D ContentCentral online 3D catalog service to make configurable model downloads of its products available to customers, Cylinders & Valves has not only increased traffic to its web site, the company has also realized a cost-effective lead generation mechanism.

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