

Opening new Markets with KeyShot Visuals

Fracino

World Class Espresso Machines – Made in Great Britain

Fracino is the UK's only espresso coffee machine manufacturer and has won multiple awards for its innovative model range and advanced manufacturing processes. Investment in the latest technology production equipment and CAD software in our Birmingham manufacturing facility enables us to design, develop and fabricate every aspect of the Fracino machine range in-house. Over the last 54 years, our 3rd generation family-owned company has become a global partner to some of the most successful companies in the rapidly developing coffee sector.

CUSTOMER INFORMATION



Fracino

www.fracino.com

Industry: Manufacturing

Products: Cappuccino and espresso coffee machines,

Staff: 70

Customer Voice



"KeyShot allows us to improve existing products, while creating new innovative machines before needing to manufacture. It gives us the ability to quickly render images for marketing, which generates positive feedback on new ideas and takes the limitations out of bespoke designed machines."

Jack Sawyer, Designer, Fracino

Challenges / Objectives

We needed to be able to produce a wide range of high quality visual images in a short space of time and were looking for a visualisation tool to create marketing visuals without the need for photography. In addition, the software should allow us to explore new ideas and give us the ability to make decisions on the material, colours and textures without the need for expensive and time-consuming prototyping.

Products and Solutions from INNEO

- KeyShot Pro Floating



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Fracino

Results

By generating in-house renders we can visualise the outcome of a product without any cost commitments. This allows us to efficiently render images for sales and marketing as well as for design decisions in a fraction of the time it would take to manufacture prototypes. KeyShot allows us to work to tight timescales while keeping a level of quality from start to finish and can create a wide range of aesthetic options, which leads the design process to a final product already approved by the consumer.

Keyshot opens up a new market of bespoke machines and encourages new designs. We can now create a photo-realistic representation of the product in a far more cost effective way.

Why INNEO Solutions

Professional help from friendly experts has allowed us to hit the ground running and improve our skills with the software dramatically. With constant support at hand from INNEO the process of using KeyShot has been smooth and efficient.



Direct Contact

Want to know more about this reference? No problem. If you have any questions, our customer would be happy to give you any information you may need. Just ask us for contact details.

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