

Cutting edge development and concurrent surface design with PTC Creo and ISDX

Seymourpowell Ltd

Seymourpowell is a world leading Design and Innovation Company head quartered in London. Founded over 30 years ago, it is the creative, design and innovation lead for recognised brands and services across the world. As consultants in multiple sectors such as transport, FMCG, technology and many others, Seymourpowell remains a leader in design for the future; pushing the boundaries of what is expected and creating solutions that excel client expectations.

Customer Voice



"Using PTC Creo early in the design process allows us to refine and perfect our surfaces as the projects develop. A dependable and robust parametric model is critical to the success of an iterative design process."

Ben Watson, Associate Design Director, Seymourpowell Ltd

Seymourpowell uses a number of CAD solutions across the company, a result of the mixed and varied projects it deals with on a daily basis. However, PTC Creo is used as the primary modeling solution and preferred parametric system of the company. The varied capabilities allow the team at Seymourpowell to work on projects as large as train nosecones, to very detailed consumer electronics and innovative packaging such as the Lynx deodorant can, an award winning design and market leader for client Unilever.

"Over a number of years Creo has become a very useful design tool for us, one which we use at the very earliest stage of our projects. Most of our designers are proficient with the ISDX module, which allows us to surface pretty much anything we want, quickly, and then visualise with our rendering solution."

Products and Solutions from INNEO

- PTC Creo Parametric
- PTC Creo Interactive Surface Design Extension (ISDX)
- KeyShot 3D rendering software

Why INNEO Solutions

"After already selecting INNEO as the right support partner for our parametric system, it was natural that when we needed to invest in more visualisation tools we once again chose INNEO for ease and current affiliation as our PTC Creo Provider"



CUSTOMER INFORMATION

seymourpowell

Seymourpowell Ltd
www.seymourpowell.com

Industry: Consulting, Design & Innovation



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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79449-20160107