

CUSTOMER REFERENCE



INNEO[®]
That's IT.

Fracino

Opening new
Markets with
KeyShot Visuals





About 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.





Challenges / objectives

KeyShot gives us the ability to make decisions on the material, colours and textures without the need for expensive prototyping. It allows us to explore new ideas and create marketing visuals without the need of photography. We needed to be able to produce a wide range of high quality visual images in a short space of time.

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, 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.



“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**



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.

E-Mail: inneo-uk@inneo.com