

Modelled to Perfection

ARRK

When leading domestic appliance manufacturer Morphy Richards® decided they needed prototypes of their latest innovation, ARRK was delighted to assist.

The client was keen to obtain a number of prototypes of their latest cooking appliance, the Intellisteam™ 48780 food steamer, for several reasons. As with most prototypes, checking fit, function and, in this case, aesthetics were important factors. In addition, the ability to prove and improve design prior to committing to conventional tooling offered a chance not to be missed. Finally, they needed the parts to be of the highest quality so that they could be used in marketing photo shoots.

Taking advantage of a long standing relationship with ARRK, and in accordance with the clients detailed brief, a set of CNC* components were commissioned as masters. The components were machined and fabricated from ABS and acrylic with subsequent paint, tinting and texturing being applied to simulate production intent materials and final appearance. The components comprised several cooking chambers and lids, along with a main outer housing and several removable dipping, rice and sauce trays.



The Intellisteam™ food steamer as sold in the shops today.



The CNC components were then used as masters to create the silicon tools. This allowed for 6 sets of vacuum castings to be supplied, complete with screen printing, graphics and some functionality within the assembly. All this was achieved, and parts were delivered within 12 working days.

Morphy Richards were delighted with the delivered parts and report that the product has been a great success and has since gone on to receive a Which? "Best Buy" recommendation!

An ARRK spokesperson commented: "This is another great example of the number of ways our clients can use their vacuum casting prototypes. This service is just one of the ways ARRK can assist in product development".

Footnote:

*PremCast: ARRK uses CNC masters for its silicone tooling as part of its PremCast Service where premium, exhibition quality is specified by the client.

For more information about ARRK's range of Vacuum Casting services, or for any of its other Rapid Prototyping services, please contact Projects on 01452 727788 or email us at projects@arrkeurope.com (please note you should also use this email address to attach data when requesting a quotation from us).

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CASE STUDY