

# How LA Design's Return to Creo Accelerated Their Design Processes

Streamlining Design Efficiency with Advanced CAD Solutions

## Challenges:

LA Design had to adapt to various CAD tools to meet the diverse requirements of their clients. This created the challenge of ensuring seamless integration and compatibility across different software platforms, which was essential for maintaining project consistency and efficiency.

## Results:

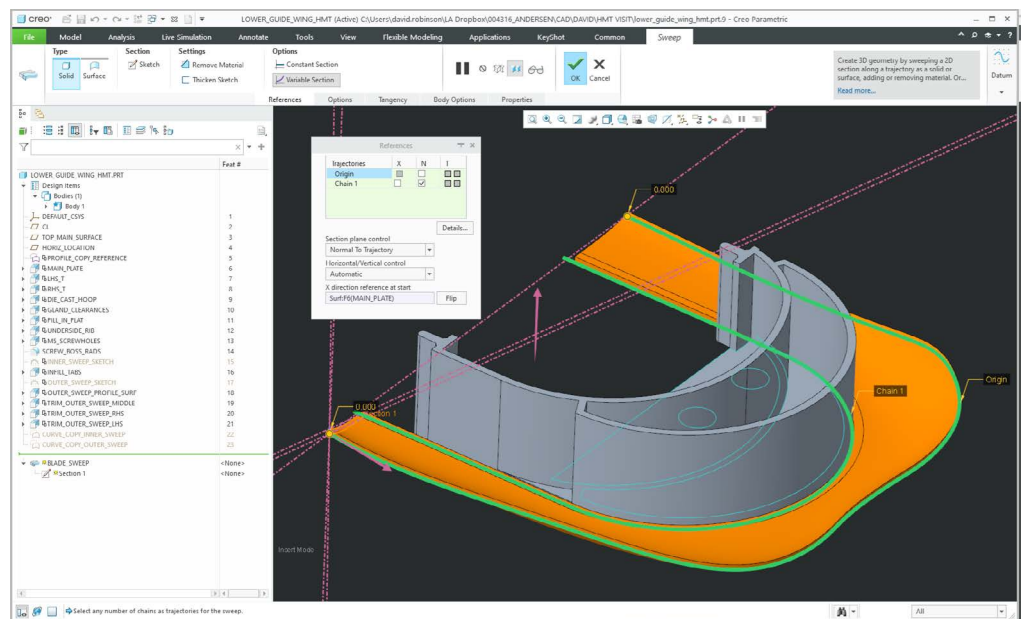
Supported by PTC Partner, Concurrent Engineering, LA Design adopted Creo which led to significant improvements in efficiency and accuracy. This allowed the firm to enhance their design processes, produce higher-quality products, and maintain a competitive edge in the market.

## Products Used:

Creo

## LA Design: Innovation and Design Excellence

Established in 1981 and headquartered in the UK, LA Design is a leading industrial design and product development firm. Known for its creative and strategic design approaches, the consultancy provides innovative solutions across various industries, including medical devices, consumer products, and industrial equipment. By integrating advanced design methodologies with a thorough understanding of customer needs, LA Design consistently produces award-winning products that improve user experience and meet business goals.



## Returning to Creo: LA Design's Evolution in CAD Software

LA Design began using Pro/ENGINEER (now known as Creo) in 1995, laying a foundation for future design projects. By 2000, the firm transitioned to SOLIDWORKS, reflecting changing client preferences. However, a major client, who was a dedicated Creo user, reignited LA Design's interest in the software, leading to the adoption of Creo 7. "I was blown away by how much Creo's capabilities evolved," said LA Design's Director, David Robinson, highlighting the renewed potential they discovered.

## Unlocking New Design Potentials with Creo 7

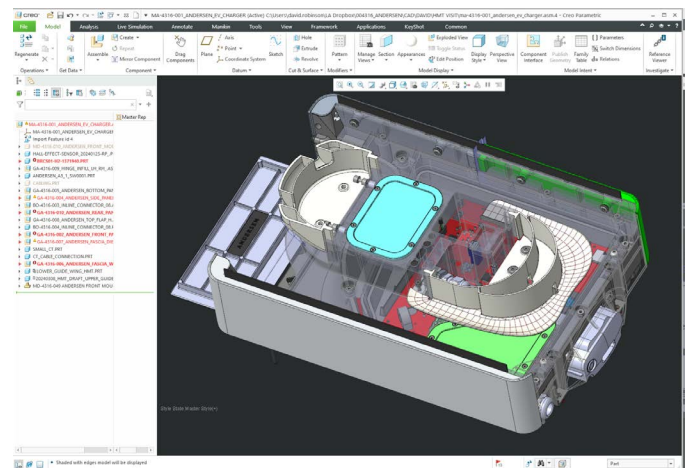
Creo 7 offered numerous advantages. Its compatibility with other systems and the effortless native data conversion from SOLIDWORKS and other CAD files were instrumental for their diverse project needs. Enhanced features like solid body functionality and Model-Based Definition (MBD) improvements enabled more efficient and accurate design processes. Designers valued the intuitive workflow and the new ability to isolate quilts with bodies, which significantly refined their design approach.

One of the most striking features of Creo was its advanced surfacing and flexible modeling capabilities. These robust features allowed LA Design to achieve seamless surfacing continuity without lines or ripples—a critical factor for their complex technological and automotive projects. Moreover, the flexible modeling tools provided designers with the

flexibility to rearrange features without parametric constraints, accelerating workflow and iterations.

## The Creo Advantage: LA Design's Competitive Edge in Complex Product Development

Compared to other software, Creo stood out for its superior parametric accuracy and speed, especially in surface generation and system performance. This advantage was instrumental in LA Design's ability to manage complex projects efficiently. The decision to return to Creo not only revitalized the firm's design capabilities but also reinforced Creo's essential role in providing powerful parametric functionality, intuitive workflows, and exceptional surfacing quality. Robinson concluded, "Creo is an indispensable tool in our design process, helping us achieve new heights in industrial design, and we're already thinking about upgrading to the newest version to take advantage of the latest enhancements in performance and productivity."



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