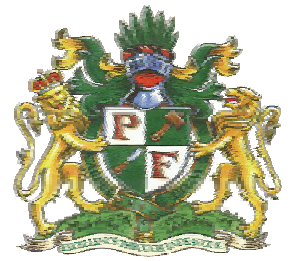




# CASE STUDY



Over a decade on from their first use of a CAD system, Prentice Furniture is extending its support of ArtiCAD products for the design of kitchens, bedrooms, studies and bathrooms.

## The Prentice Furniture Catalogue now available with ArtiCAD-Pro

### Realistic Designs Become a Reality

**FOR THE FIRST TIME** the full range of Prentice Furniture doors, depicting all the different styles, woods and colours which are available, has been created as a catalogue within ArtiCAD-Pro.

Studios will be able to access the catalogue, and then simply drag 'n drop selected items to create extremely realistic, highly detailed plans, elevations and 3D visualisations based on Prentice Furniture. Until now only a very small percentage of Prentice Furniture's products have been available within ArtiCAD, thus sharply restricting the degree of realism which designers could bring to their work.

Phil Pritchett, Sales Director at Prentice Furniture said: "For many of our design studios who use ArtiCAD, this new catalogue will allow them to quickly and easily use our latest products in their designs to produce stunning visuals for their customers."

"As an example, we have recently introduced curved doors to our range. These are proving extremely popular, and with access to the new catalogue, studios will have the ability to accurately incorporate these into their designs."



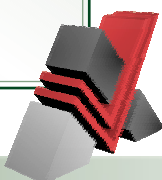
*"With ArtiCAD, there is absolutely no sense of being constrained by a CAD system. Designers can produce exactly what they want – and the software will support them all the way."*



### Tried and tested

**PRENTICE FURNITURE** is a long-term user of the ArtiCAD software. Its flexibility makes it particularly relevant both to Prentice Furniture and to the studios who sell the company's products.

Phil Pritchett: "All our furniture is bespoke, for example, not only are there four to five hundred different permutations of door design, but cabinets can be made to almost any height, width or depth. The flexibility of ArtiCAD means that it is extremely easy to replicate these custom-designed items of furniture. With ArtiCAD, there is absolutely no sense of being constrained by a CAD system. Designers can produce exactly what they want - and the software will support them all the way."





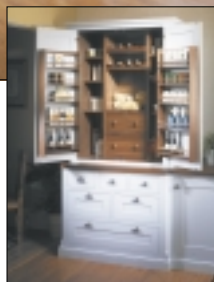
*“ArtiCAD can cope with many of the design eccentricities which have contributed towards making Prentice Furniture so unique and so successful.”*

## Learning from experience

**PRENTICE FURNITURE** installed its first (non-ArtiCAD) CAD system in the mid-1990s to replace hand-drawn plans and provide the company’s builder and property developer clients with a more visual representation of proposed room designs.

Although the software did the job it did not quite suit Prentice Furniture’s requirements, but this did not deter the company. Opinion amongst some of the company’s studios suggested that ArtiCAD-Pro was becoming established as one of the industry’s favourites. Phil Pritchett: “Based on the feedback we were getting from the studios and from

our own meetings with ArtiCAD, we decided to try out the new software.” The ArtiCAD product worked well and has been used over the subsequent years to produce most of the designs for their clients and for Prentice’s



own showroom.

Phil Pritchett: “Using ArtiCAD, we are able to quickly produce high quality visuals for our clients and easily make changes. These can be implemented whilst the client watches and have the amended design ready for the client.”

ArtiCAD is also used to produce parts lists which, together with the detailed plans are passed to Prentice’s order processing department who enter the details into their bespoke production software.

Phil Pritchett concluded: “ArtiCAD can cope with many of the design eccentricities which have contributed towards making Prentice Furniture so unique and so successful.”

## Prentice Furniture

**BASED IN TAMWORTH** in the Midlands, Prentice Furniture is an established and flourishing family business, specialising since its formation twenty years ago in the design and manufacture of bespoke Kitchen, Bedroom and Home Study furniture. Crafted in the company’s workshop, every item of furniture is made from the finest materials and individually created to meet the specific needs of the company’s customers, who include design studios, builder/property developers and builders merchants.

