

COMPANY  
Frick India Limited  
Customer Success Story  
Faridabad, UP

SOFTWARE  
Autodesk® Product Design Suite®

# Designed for more

## Autodesk Product Design Suite enables seamless access to legacy content & provides a comprehensive and powerful workflow solution

“Today, catering to a wide range of clients is a very challenging task. It had become clear over the years that 2D drawings could not be maintained, difficult to visualize the project installations, tough to revise and re-use. Moreover products have become more complex and could not be developed properly in 2D”.

**- Dillip Singh**  
Sr. Manager Design, Frick India Limited

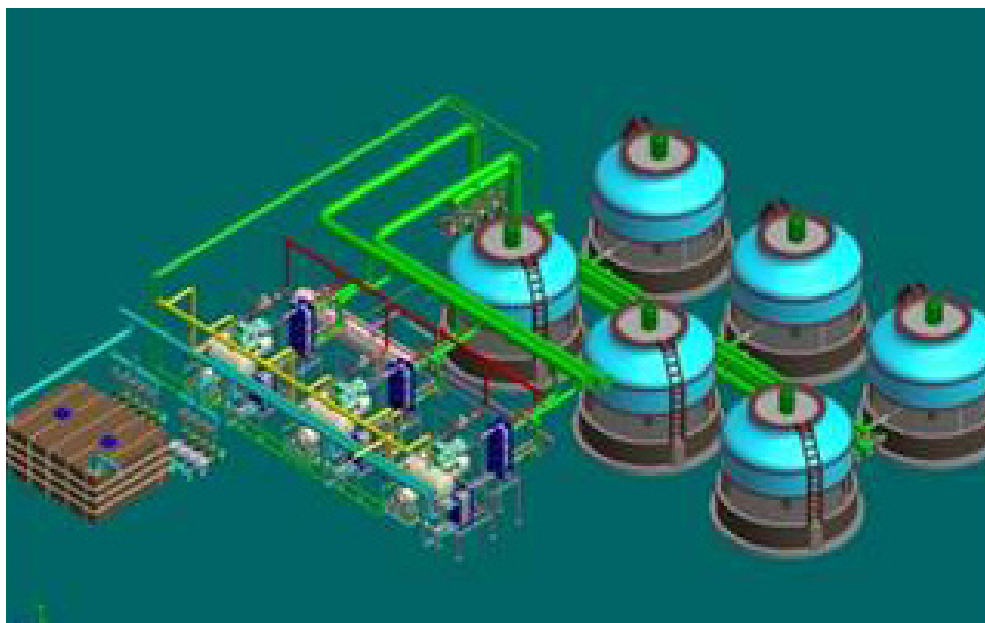


Image courtesy of Frick India Limited

Frick India Limited is India's leading provider of turnkey solutions and equipments for industrial refrigeration. It was incorporated as a public limited company in 1962 in collaboration with Frick Company USA, one of the world's most experienced and largest manufacturers of industrial refrigeration & air-conditioning equipment. With the highest percent share of the domestic market, Frick India has been adapting to new technologies and is offering the customer the latest systems for all Industrial refrigeration applications.

With its partners, Frick India provides Total Energy Management System (TEMS) for almost all industrial refrigeration applications. Its core business areas are Agri-food sector, dairy, meat, fisheries and livestock, beverages, logistics, chemicals and pharmaceutical industries. The company sales offices located across India with world class manufacturing facility in Faridabad, UP.

#### Challenges:

Frick India Limited is a long time AutoCAD user, 2D CAD system helped them to improve their quality over drawing board. However to speed up the new product development manufacturing and project installations, the need of the hour was for a robust 3D CAD platform.

Frick India Limited, design and manufacture large assemblies and piping configurations. Selecting

an efficient 3D CAD platform for developing the refrigeration systems was an important consideration for the company, in order to build and satisfy the needs of the market.

#### Key Benefits:

Frick India Limited has chosen Autodesk® Product Design Suite® for a number of reasons, one was to have a smooth transition from 2D to 3D by using the products of same vendor. Another was the powerful routed systems functionality of



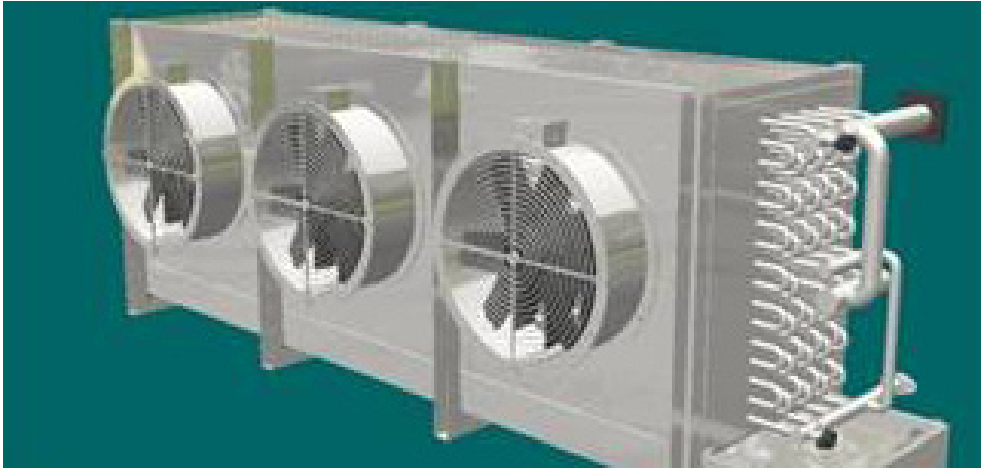


Image courtesy of Frick India Limited

Autodesk Inventor, which streamlines the design of tubing and piping. Third reason was to expand the solution beyond CAD with documentation, reviewing, sharing, analysis and micro programming tools.

With a complete package from Autodesk, designers are able to speed up design and detailing process for the refrigeration systems. Using various features, design engineers are able to find the problems early in the design cycle, before they cause serious delays. Handling large assemblies, automatic BOM generation and standard part library is another time saver that contributes to faster design cycle.

**The Solution:**

To address the demanding challenges, in 2010, Frick India's management realized that they need to re-evaluate their design process to see whether the 3D CAD and CAE technology could provide them with the flexibility they required to deal with a variety of projects. Frick India wanted to rethink the way it designed unique products for its customers, so they selected Autodesk Inventor and upgraded to Autodesk

Product Design Suite after the demonstrations from Autodesk Partner on the capabilities and powerful workflow solutions available in the suite required for concept design, documentation, 3D mechanical design, product simulation, and tooling design.

**Results:**

After implementing Autodesk Product Design Suite, Frick India Limited now produces engineering drawings faster with no mistakes at all in the recent projects. The time taken for the new product development and manufacturing has slashed to one-third. Better 3D visualization reduced site installation and training to service personals by half.

"The aggregate of design, drawing, rendering, simulation and visualization improvements helped us to increase productivity, optimal collaboration with customers, increased information re-use and provide cost effective solutions on time, overall Autodesk Product Design Suite is a powerful tool to help expand our world-class portfolio" Says Mr. Dillip Singh.

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