COMPANY
Interwood

LOCATION
Bangalore, India

SOFTWARE
Autodesk® Design suite

> Our pursuit of excellence in design, and state-of-the-art manufacturing facilities, with a commitment to the highest quality standards – has resulted in our company creating a benchmark in aesthetics, durability, safety and flexibility. Autodesk Design Suite plays a critical role in our delivery of innovation and company success
>
> **– Kartik**
>   Interwood

Aesthetics combined with speed

Autodesk Design Suite enables Interwood design aesthetic and durable products at high speed

Add style to your home

Interwood specializes in the manufacturing of the creative furniture for kitchens, bedroom sets, wardrobes and living and dining units.

Interwood's origin goes back to 1989, it started as a small furniture workshop in Bangalore. Over the years company has evolved into a multi-location company with branch offices and dealers all over South India. Interwood caters the need of customers through its specialized and experienced workforce, a fully equipped manufacturing facility that includes advanced multi-axis CNC machines and the design team that combines technical sophistication and design flexibility as per the requirement and develop innovative furniture which assimilate aesthetics and functionality.

They have been expanding constantly through collaboration with companies in India and abroad. In 2006, Interwood partnered with German company ALNO. ALNO has over 80 years of international experience and is the world's no.1 kitchen brand. Today, Interwood as a brand is known for its style, durability and value for money covering all distribution channels and price levels, thus, providing a wide range of modular kitchens and other furniture that are unique in its variety and depth.

Challenge

Now Kitchen furniture needs to be designed according to the latest trends in industry, encompassing the look, design and style that meet customer's requirement.

The key to Interwood's success therefore has been continued product innovation and development combined with exceptional customer service. Thus, to design new products as per customer's evolving needs combined with the latest trends, Interwood faced the challenges of visualizing the complex products, form, fit and function of new products before creating costly physical prototypes.

Solution

Interwood's team was searching for an integrated solution that combines powerful 2D & 3D functionalities and help them in their design

Image courtesy of Interwood.

workflow at the same time optimizing the costs of procuring and maintaining the software. Thus, Interwood decided to procure Autodesk Design Suite that combines Autodesk® AutoCAD® software along with powerful visualization tool Autodesk® 3ds Max® which helps to create, capture, connect and showcase visually realistic designs.

Autodesk Design Suite, is a comprehensive set of tools that combines the outstanding drawing functionality of AutoCAD, visualization capabilities of 3ds Max and other tools that help in the complete product development. Now the design team can work as efficiently as possible without placing limits on creativity and optimizing on their resources.

"Autodesk Design Suite gave us solution needed for every step in our workflow, AutoCAD is used for the core design of kitchen furniture and wardrobes, keeping the design format that enables easier collaboration with production facility. Using 3ds Max, we developed near photorealistic visualizations for review with our customers and explore design possibilities" said Mr. Kartik.

Result

Using an integrated product development environment of the Autodesk Design Suite has brought more efficiency and speed to Interwood's design and production processes. With a combination of 2D drawings of modular furniture for kitchen and 3D rendered designs and reuse of existing data has resulted in a reduction of 60 percent time for creating new designs. Any new design required is completed very quickly and has better integration among the company's different functions.

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