

3D Coolie Really Goes 3D

The koozie has probably been around almost as long as the can and bottle. Most koozies you find on the market today are a pretty standard cylinder or sleeve that fits over a bottle or can. 3D Coolie is trying to change all of that with 3D designed koozies that look like nothing else on the market.

The Problem

The guys at 3D Coolie had a great idea. Why not make koozies with specific themes or sports teams that are 3D. With a background in art and action video game programming they had lots of experience designing 3D gaming characters and sculptures in CAD.

So with that idea they started designing 3D koozies. The problem was they were only on a computer screen. You can't really test size and ergonomics with a computer rendering so a prototype model needed to be made. They considered CNC machining but that would be expensive and time consuming. In addition, they would still have to manually paint the models to look real. Something else was needed but what?

The Solution

3D Coolie contacted EMS to create a rapid prototype model of the CAD model. This would allow them to review a real physical model for look and feel. It was important that the koozie feel comfortable in the user's hand and not be too big or awkward.

In addition, 3D Coolie used these 3D printed rapid prototype models to show their investors and do market studies. The 3D prototypes were a huge success with everyone who saw them. According to the guys at 3D Coolie "It allowed us to hold a physical model in our hand within one day of finishing the 3D CAD model. This was unbelievable."

EMS printed the koozie on their Z Corp Z650 3D printer. The Z650 is the latest 3D printer from Z Corp and the only rapid prototype machine to build CAD models in full 3D color.

Conclusion

When it comes to quickly building full color 3D prototype models, such as the one built for 3D Coolie, EMS met the challenge. The time and cost to hand paint these models would have been prohibited. EMS can build full color prototype models in as little as one day. EMS has gone on to do many more models for 3D Coolie with all types of sport teams and themes. Look for your team soon.

For more information visit www.ems-usa.com



3D Coolie - 3D CAD Model



Front View of 3D Printed Prototype Model



3D Printed Model in Full 3D Color using a Z Corp Z650 3D Printer