

“Fuji Xerox were just simple to deal with. They were very genuine and could really guide me in the direction that I wanted to go. I looked at several options but decided on the ProJet 2500 Plus. It had a price point that would get me entry into the high-end ‘blue chip’ market, and could deliver the accuracy and detail that was expected. Fuji Xerox’s leasing option made it an affordable business proposition, and if I needed to trade up in the future, it wouldn’t be a problem.”

– Hayden Bennett, Owner
Clone 3D



Hayden Bennett

CLONE 3D AND FUJI XEROX, SHARING A TRUE PASSION FOR 3D PRINT

It was love at first sight for Hayden Bennett when he saw his first 3D printer. A successful marine business owner for twenty years, it was as much his fascination with 3D technology as his vision for how he could use it in his business, that made him buy the printer on the spot.

After learning CAD, he started creating custom parts for his own business. And within three months he had to buy another 3D device just to keep up with the demand he’d generated.

Hayden required little encouragement to sell his marine business within the year, and turn his personal passion for 3D technology into a successful venture. He opened the doors to his 3D print bureau, Clone 3D, in 2014. Which, 15,000 items later, shows no signs of slowing down.

BUILDING A 3D BUSINESS

His first two commercial devices were fused deposition modeling (FDM) printers for extruding thermoplastics. Using these, Hayden produced low and medium resolution prototypes, and end-use parts. Unsurprisingly, his first customers came from the marine industry.

Clone 3D was a viable business three months from start up. His first printer paid for itself in nine months, and the other was more than paying for itself by that point.

Client demand for better quality output pushed Hayden to make the jump to investing in a 3D Systems ProJet 2500 Plus from Fuji Xerox.

THE PROJET 2500 PLUS

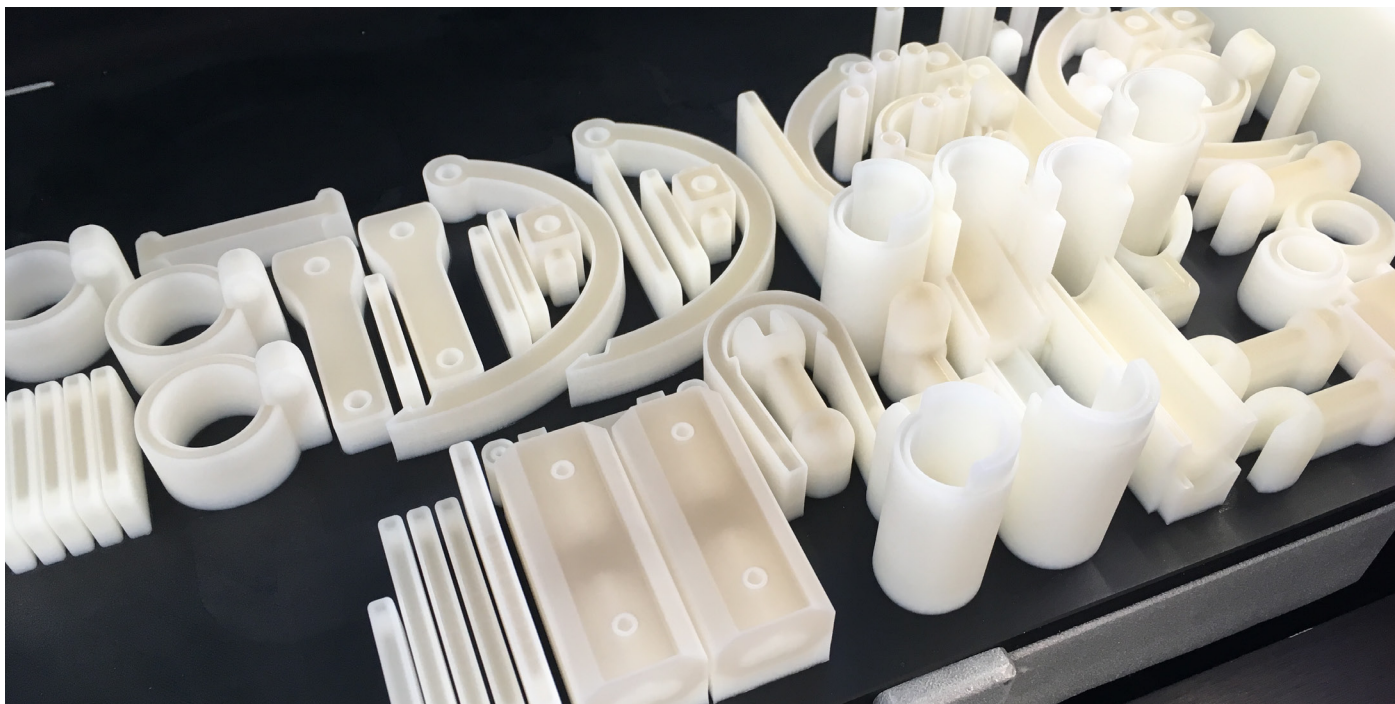
The 3D Systems ProJet MJP 2500 Series is designed to combine professional-grade 3D printing capabilities with easy part processing, an affordable price, and an office-friendly footprint. It has a generous plate size of 295 x 211 x 142 mm, so Hayden can gang up

more parts per print run, and the device delivers high resolution models, prototypes and injection moulded quality parts on-demand.

The MultiJet Printing (MJP) process behind the ProJet 2500 Plus prints rigid parts with ABS-like plastics and elastomeric parts for real functionality and performance. The precise plastic parts are ideal for functional prototyping and rapid tooling, along with many other applications.

THE IMPORTANCE OF PICKING THE PERFECT 3D PRINTER

“I knew there was a market there for high-end prints, and it was difficult to get into that market using low-end printers,” explains Hayden. “I spent six months and probably \$30,000 testing four different brand devices from four different companies, and deemed them all to be next to useless. I needed something that would print anything, in any orientation, any complexity, and have it accurate. The cheaper printers just weren’t capable of it. I finally decided



Clone 3D parts printed with the ProJet MJP 2500 Plus

to go to Fuji Xerox and lease a 3D Systems ProJet.”

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AN INVESTMENT IN GROWTH

The ProJet 2500 Plus was a big commitment for Hayden’s busy but fledgling company. “When it turned up at the end of 2016 it was ‘oh my God, I don’t even have any work for it’, and that was a little scary,” says Hayden.

However, generating work turned out to be remarkably easy. “I updated my website to show that I had the

technology, and sent select clients some printed prototypes from the ProJet. Once the clients saw what I could produce they were just blown away, and I just started getting orders immediately. The ProJet was earning its keep within three months.”

TRUE TO DESIGN, FAST AND HIGHLY ACCURATE PRINTING

Hayden now uses his ProJet 2500 Plus for parts or items requiring a high degree of accuracy or complexity. Simple low-res parts are still designated to run on his FDM printers.

“The ProJet outputs parts which are true to design,” says Hayden. “You can design something on the screen, and the ProJet can print it to within 50 microns. It can print writing that’s a millimetre high and still legible. At a bare minimum, its accuracy is about five times greater than the FDM devices can produce. They really struggle with fine detail, whereas everything the ProJet prints is crisp, and highly accurate.”

The print speed is also significantly better, says Hayden. “The ProJet is able to create a near production-quality part within hours. I have one current order for 120 identical parts. The ProJet will print these in 18 hours, whereas an FDM printer will take close to an hour each.”

FAULTLESS PERFORMANCE

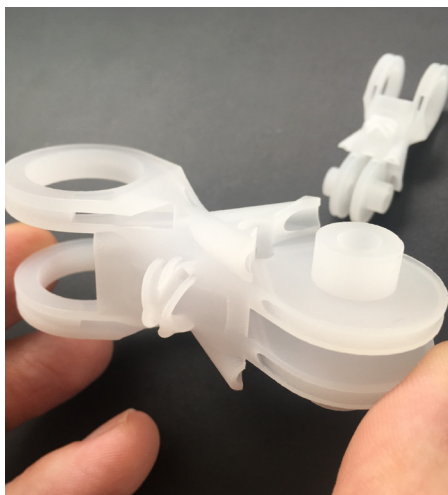
An added advantage, says Hayden, is the ProJet’s ease of use and reliability. “Every time something fails it costs you money, time, materials and the potential to lose a client.” But the only downtime Hayden has experienced with the ProJet came after a major electrical storm damaged the mother board and it needed to be replaced. Otherwise, the ProJet has performed faultlessly.

“I’ve not had a single issue. In the seven months I’ve had it, I’ve run around 150 prints and not one has failed.” By comparison, it took Hayden close to six months to ensure consistent print results from his FDM devices.

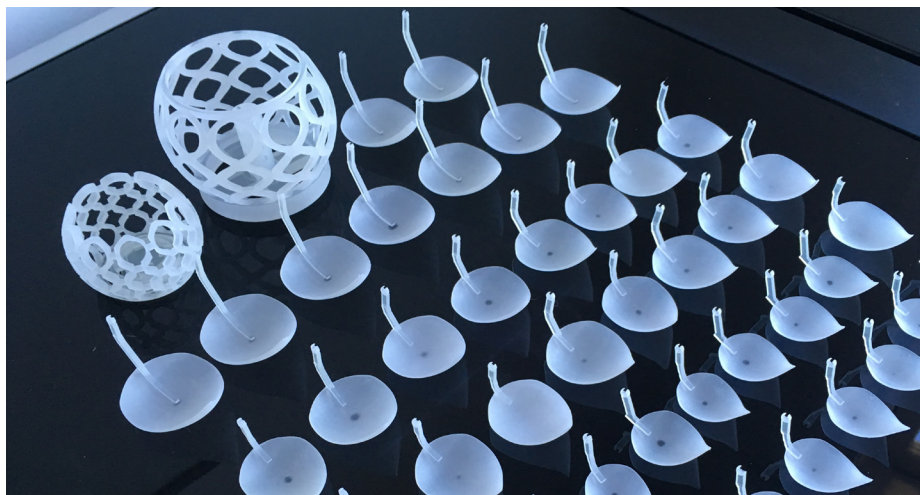
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Clone 3D parts



Clone 3D parts printed with the ProJet MJP 2500 Plus

DREAMING BIG

Hayden's dream is to buy 10 top-end 3D devices like the ProJet, set them up in a warehouse and have a team of keen 3D printers by his side. And now he's not daunted by the prospect of getting enough work. "I know that within a year it would be paying for itself. That's been my experience with 3D printers. It's the number one creative element that most businesses should actually have either access to, or have in-house."

SOMETHING TO SMILE ABOUT

Today, Hayden's clients range from local people requiring a one-off part for their lawnmower, to corporate marketing departments, to manufacturers requiring prototypes all year round. His love for 3D hasn't diminished over time either. "I'm now dealing with people who are creative and innovative. They set goals and achieve goals - it's revitalising. It just puts a smile on my face every day."

As for having a supportive partner, Hayden says that Fuji Xerox has been 'fantastic' and shares his passion and excitement for the 3D devices they sell.

AT A GLANCE

Company:
Clone 3D

Industry sector:
Additive Manufacturing

Business requirements:
High speed ultra-precision 3D printing

Primary objective:
Increasing customer demand for better quality output and fast production turnover time of prototypes and end-use parts

Solution:
Fuji Xerox 3D Systems ProJet MJP 2500 Plus

- Easy part processing
- Generous plate size of 295mm x 211mm x 142mm
- Delivers high precision models, prototypes and rapid tooling output
- Prints rigid parts like ABS-like plastics and elastomeric parts

Outcomes:

- Created a near production-quality parts within hours. 120 identical parts were produced within 18 hours as opposed to the previous production turnover rate of an hour per part
- Huge commercial cost advantage
- Increased manufacturing demand for using high quality printer
- Improved customer satisfaction

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Fuji Xerox delivers market leading document services and print solutions to the New Zealand market place. Our core philosophy is to be ‘strong’, ‘kind’ and ‘interesting’; a ‘strong’ company that delivers excellent products and services that satisfy customers, and is able to reward its shareholders continuously; a ‘kind’ company that contributes to local and global communities with a particular focus around young people; and an ‘interesting’ company at which employees find their life and work fulfilling. We aim to be a company with a good balance of all three attributes. Visit us at www.fujixerox.co.nz

For more information about our 3D printing technologies, visit us at www.fujixerox.co.nz/3D

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