



MHE-DEMAG MALAYSIA SDN. BHD.

The name for material handling!

About MHE-DEMAG Malaysia Sdn. Bhd.

Established in 1972, **MHE-Demag** operates within a close-knit regional network in Singapore (headquarters), Malaysia, Thailand, Indonesia, Philippines, Vietnam and Taiwan, supported by eight manufacturing facilities and 40 companies and sales offices.

MHE-Demag offers you a comprehensive range of overhead travelling cranes, hoists, warehouse trucks and a wide variety of industrial products such as gondolas, dock levellers, monorail systems and automated car parking systems.

MHE-Demag focus on catering their customers' needs with their extensive portfolio and vast business experience. As ASEANs market leader in material handling since 1972, **MHE-Demag** knows the market well enough to provide quality solutions and services in a professional, proactive and timely manner.

www.mhe-demag.com

Why IME

IME has given us full support in our effort of moving from 2D to 3D. In this transition phase of commissioning and implementing SolidWorks, their support became crucial to ensure our work is not interrupted. We can always count on IME for a qualified support personnel whenever we call. We also find their extra values provided such as the Skill Enhancement courses to be extremely useful in polishing our SolidWorks skills.



"3D has become more than a trend, it is now a necessity. SolidWorks and IME enabled us to maintain our competitive advantage."

Success Metrics

- i. Shorten design cycle by 33%
- ii. Reduce error and avoid re-work by 25%

Challenge

Visualisation:

Products are often large and too complex to be shown on 2D, it is therefore easy to overlook components and hence designs are prone to errors.

Competitiveness:

When the world is moving towards 3D it seems that staying at 2D is not an option.

Error Detection:

In 2D it is impossible to detect design defects before production, which costs time and money for re-work.

Solution

Design Automation:

Substantial amount of time saved by using Driveworks Xpress to automate designs that are similar and reduce repetitive tasks. It is extremely easy to use and reduces process time by half.

3D Presentation:

Make use of the existing 3D models for marketing purposes – allowing customers to visualise the products before committing on purchase.

Flexibility on Modification:

All parts are linked parametrically, allowing quick modification and update on parts.

Work efficiency:

Improves work efficiency especially time taken to explain product to new team members or marketing team.

Design analysis:

SolidWorks enable us to detect assembly functionality such as interference or collision prior to production.

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Richard Liew
Regional Design Manager



About IME Technology

IME TECHNOLOGY is Malaysia's leading and #1 Solidworks certified Sales, Training, and Support Centre. With more than 30 years of establishment and experience, we have the most qualified, skilled and specialised technical expertise in the ASEAN region. Our team will ensure that the partnership between IME and our customers will grow, shine, and sustain.

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