



WORKING WITH IME

“Supportive. IME is supportive in providing support in terms of resolving technical issues and they made sure our design and engineering team is always equipped with knowledge of using 3D CAD for the greatest performance in delivering product innovation.”

Ivan Yap
R&D Manager
Ferco Seating Systems

Established in 1983, Ferco Seating Systems has grown into one of the world’s largest manufacturers of spectator seating for auditorium, cinema, education and stadium. Headquartered in the UK, Ferco Seating has expanded its network and operations in Singapore, Malaysia, Europe, the Middle East, Southeast Asia and Pacific Rim. Ferco Seating aims to create seats for venues that serves its ultimate purpose, priding themselves on their focus in their designing details aesthetically with innovation and functionality; transforming venues in times to come.

SEATING MADE BETTER WITH SOLIDWORKS

DESIGN WITH A PURPOSE

They aspire to make seating that is comfortable, functional and lasts a lifetime. Hence, quality is at their top priority besides beautiful designs and also, that is why they rigorously test every chair they manufacture.

FASTER DESIGN CYCLE WITH 3D CAD

Like how the chairs in Ferco Seating has revolutionised, the design process has also evolved from 2D to 3D. Since its establishment, design has been the foreground of Ferco. The designer team constantly plays around new concepts and product ideas for every inch of innovation and thereby producing leading-edge products that address needs and problems in the spectator seat industry. In the product development process, mock-up plays a major role in testing ideas quickly, receiving feedbacks from end-users and speeding up the development effort in creative ways. It can be a fairly time-consuming process to use 2D drawings to generate fabrication parts. Most of the time was spent on getting the drawings before using SOLIDWORKS 3D CAD. Now 3D modelling is made easy in Ferco Seating, mock-ups are done in shorter time and projection errors are eradicated.





PERFORMANCE DRIVEN WITH SIMULATION

For parts that entail strength and design requirement, Ferco Seating uses SOLIDWORKS Simulation as an intuitive platform to test performance and functionality virtually with real world insights. It helps designers to get the optimised size and thickness of the structures for maximised performance, which saves plenty of time from building and testing mock-ups.

FREEDOM TO DESIGN WITH BETTER QUALITY

At Ferco Seating, the integration of SOLIDWORKS improves the overall design process by 60% as they reduce the number of mock-ups. The accelerated the product development cycle, which, helps to save time, money and energy. Technology enables Ferco Seating to reach the best optimised designs faster and produce better quality products, which, contributes to achieve their goal to make seating that lasts a lifetime.



About IME Technology

IME TECHNOLOGY is Malaysia's leading and #1 SOLIDWORKS certified Sales, Training, and Support Centre. With more than 35 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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