



Founded in 1761, Faber-Castell has established itself to be the leading producer of high quality writing, drawing and colouring products in the world. With nearly 250 years of invaluable experience, Faber-Castell intends to stay committed in providing only the best to our customers.

About Faber-Castell Malaysia

Faber-Castell Malaysia was established in 1978 and it commenced production of natural rubber and PVC-FREE erasers back in 1980. Over the course of the years, it developed to be one of the largest eraser manufacturer in the world, producing over 500 million pieces of erasers a year. In 1993, a new factory was built in Subang Jaya near Kuala Lumpur. Apart from being the first producer in Malaysia to manufacture writing instrument with GEL technology, this production facility started manufacturing refillable markers and highlighters in 2010.

Keeping up with the company's philosophy of being innovative and competent, Faber-Castell Malaysia achieved many recognized certifications such as the ISO 9001, ISO 14001 and SIRIM and many more. In addition, Faber-Castell Malaysia had also been selected as the SUPER BRAND in 2002 for stationery industry in the country besides being the Official Supplier for stationery products to the 16th Commonwealth Games held in Kuala Lumpur in 1998. Owing to its excellent innovation in product development, Faber-Castell Malaysia won the ISPA award in 2007, and the iF Design and Promotional Gifts Award 2008 for the Sleeve eraser. In addition, it also won the PBS award in 2008 for its Kosmo eraser.

To cope with its rapid development, Faber-Castell Malaysia moved into its latest factory in Sept 2002. Officiated on Nov 13, 2002, one of the factory's special features is the Pencil Tower housing Malaysia's Tallest Pencil.

Faber-Castell is also the first company in the stationery business to agree to a social charter that serves as a guiding principal for our staff welfare. In Malaysia, a collective agreement was signed between its staff union and Faber-Castell Malaysia on October 11, 2004.

<http://www.faber-castell.com.my>



Why IME?

IME provides good technical support. My problem is often solved by their instant support. The fast response time and well trained technical support shows their professionalism when troubleshooting our problems.

IME provides one-stop solutions. IME is not only a cad software reseller, but they also provide other engineering services like reverse engineering and rapid prototyping. With their rapid prototyping services, we can do so many more things such as the fitting test and many more easily



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Success Metrics

- Shorten time consumption on editing model design
- Increased performance as SolidWorks reduce the probability of technical problem regarding the software.
- Easier to adapt and master the software as the command tools and user interface are straight forward and simple.
- Lower design error, as each part is interlinked therefore when one part has some changes done, others part will automatically change accordingly.

Industry:

Plastic design

Previous CAD (year of using):

Unigraphics, AutoCAD

Product(s) Used (year of using):

SolidWorks

Challenge

- **Users need to save a lot of back up files**
Without proper feature inserted into the model during the designing stage, the file is easy to corrupt. The process to recover file is hard and time consuming.
- **Software not flexible**
It is very time consuming when doing complicated profile design. A lot of definitions need to be determined first.
- **Do not have proper feature history**
Hard to do modification, there is a need to study the whole design process to do modification, even for small changes

Solution

- SolidWorks provide flexible and stable feature history. Changes and modification can be done very easily.
- SolidWorks is a straight forward and flexible software. Users can use different methods for product design.

About IME Technology

IME TECHNOLOGY is the most established SolidWorks Certified Sales, Training and Support Centre in this region with 19 years of experiences that we learned from our customers. Through innovation, we are committed to providing a wide range of professional services to our valued customers. Leading by 2 SolidWorks Elite Engineers and a backup of 8 certified SolidWorks expert (CSWE), IME technical support team will ensure the partnership between SolidWorks, IME and our customer will grow, shine and sustain. Our complete total solutions include 3D design, Analysis, Flow Simulation, Data Management, Technical Documentation and training services. Get the best solutions from the best provider in Malaysia.



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