

“The accuracy we were able to achieve with SolidWorks plays a major role in our design process”



About Lam Soon Edible Oils Sdn Bhd

Lam Soon is a household name in South East Asia, known for quality consumer products and strong brand management skills. With strong brands and an extensive sales & distribution network, it is recognized as a major Fast Moving Consumer Goods (FMCG) player. From its beginnings, it has grown steadily over the years and today, it has operations in Singapore, Malaysia, Thailand and Vietnam and exports worldwide.

The **Lam Soon Group** business activities comprise of plantation/milling, refining of cooking oil to the manufacturing of margarine, specialty fats, soap and detergent and olechemicals. The products are manufactured to the highest international standards which include ISO 9002, ISO 14001, GMP (Good Manufacturing Practice) and HACCP (Hazard Analysis Critical Control Points). **Lam Soon** also provides contract manufacturing services.



Company Information >>



Lam Soon
Edible Oils Sdn Bhd

www.lamsoon.com.my

Industry : Consumer Packaged Goods
– Retail

Previous CAD : Rhinoceros 3D

Product(s) Used : Solidworks Subscription
Package, SolidWorks
Premium 2012, 2013

“Investment on Solidworks was easily justified as we surpass the break-even point easily. The accuracy we were able to achieve with SolidWorks plays a major role in our design process”

Mr YM Tham,
Packaging Development Manager



Lam Soon Edible Oils Sdn Bhd

Challenge

Limitations on Surface Parts:

Unable to fulfil technical requirements and extract technical data from the designed parts based on the surface models.

Design Validation:

Unable to validate design to determine the strength of part prior to manufacturing.

Poor accuracy:

No thickness assigned to surface models, hence unable to derive accurate properties of the part, such as volume, wall strength and filling levels.

Solution

FEA Analysis:

Able to do FEA simulation on parts and obtain accurate data prior to prototyping and manufacturing, which helps to optimise design, cost and development time.

Increased Efficiency:

In-house designer can focus on design, including feasibility validation and send technically accurate designs to the mould fabricator and manufacturer, eliminating the time taken to do physical testing on moulds.

Design Re-Use:

Owning Solidworks allows us to re-use our designs anytime we need, make modifications on existing files and have full control over file distribution and eliminated our dependence on suppliers to provide 3D data.

Realistic Rendering:

With Photoview 360, stunning realistic images can be created for better presentation. Stakeholders are able to make better decisions based more accurate visualisation of design concepts.

“Since implementing Solidworks, we never had to change the mould design due to design errors”

Ms Maggie Ooi

Packaging Designer

Benefits

- Increased productivity by 51%
- Reduced product design cycle by 72%
- Eliminate cost of error – saved 95% on re-working mould

Why IME

IME was our first choice because they had reputation of being reliable. We were not just looking to buy the software; we also wanted to have good post-sales service and adept technical support. IME was already well established at the time and we felt it was right to go with them as they had a team well dedicated to customer service as well as advanced technical know-how with their products.



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.

IME TECHNOLOGY SDN. BHD. (356192-T)
T: +603-7783 6866 F: +603-7783 4384
swsupport@cadcam.com.my

IME TECHNOLOGY (PENANG) SDN. BHD. (677811-M)
T: +604-399 5571 F: +604-399 5572
supportpg@cadcam.com.my

IME TECHNOLOGY (JOHOR) SDN. BHD. (677810-P)
T: +607-512 7978 F: +607-512 2162
supportjb@cadcam.com.my