



The Flymo Packamow.

Short Cut

Market leading garden tool company Husqvarna, owner of the Flymo brand, is benefiting from Dassault Systèmes V5 PLM by being able to bring innovative, attractive and efficient products to market while reducing cost and improving productivity.

GET TO WORK

Garden work can be a necessary chore or a matter for great pride but either way it has got to be done and a good set of tools certainly makes for a better result. The Flymo brand is often the gardeners' first choice - the company provides a full range of powered garden tools that rely on superior quality and innovative, feature-based aesthetics.

The achievement of successful product development and manufacturing targets is vital in a flooded market. The company was an early V5 PLM adopter, using PLM methodologies centred on 3D CATIA models to populate image-based parts lists, technical publications, and repair and service information.

The V5 PLM system is finding applications in other parts of this Co. Durham, UK business. Systems Controller Trevor Barkley explains how: "PLM is built on a foundation of company experience and it has become a vehicle for increasing amounts of data - often visual. That



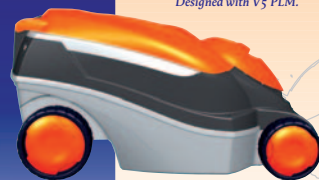
means it can be used by more people within and beyond the Husqvarna enterprise."

QUALITY RESULTS

Visual 3D data is applied, for example, in marketing, purchasing, quality and servicing as well as in more established application, such as manufacturing mould-making and passing design data to outsource contractors.

"PLM offers choices", says Trevor. "It is possible to use 3D data in so many ways that we have introduced a strategic methodology to deal with its implementation. The benefits are easy to see, and demand for 3D data is growing exponentially as more people realise the productivity benefits and conveniences that it enables."

"One of the main benefits of using V5 PLM data is that it speeds our work", says Trevor.



Designed with V5 PLM.



CATIA V5 representation.

web-based browsing system using 3DXML to make even greater use of model-based technology at the company.

SPRING RUSH

As the gardening public see their outdoor spaces burgeon each Spring and Summer, they start buying electric garden equipment and Husqvarna UK experiences its highest sales period of the year. The company bulk manufactures from January and must judge which products will be the best sellers. Additionally, new products that the company launches each year must be introduced. One trend that Husqvarna UK must accommodate is for smaller equipment. Trevor explains: "Garden spaces are getting smaller and so must the equipment that owners use in them. Two more trends are for better cable management and advanced lawn clipping compression. We lead in both of these areas and are able to manage the design and PLM data that is generated through these innovations. A very useful tool in this respect is CATIA's ability to provide weight and, subsequently, balance information for components and assemblies which, when applied with clash detection and kinematics, allows the company to take days out of the design to manufacture process while producing better products as a result."

TURF AND SURF

Trevor Barkley is keen to bring PLM to more parts of the company and believes that 3D PLM has a central place in the company's work. This is helped by Dassault Systèmes VAR, Applied, which installs, maintains and trains on the V5 PLM system. Shaun Clarke, Applied MD, commented, "Our work with Husqvarna UK is very rewarding because they achieve direct business benefits by implementing PLM technology." For example, the company uses ENOVIA SmarTeam, and to get the best out of it, Applied showed how it could be used within and beyond the company to provide visual information not only for technical publications, but also to produce regular illustrated parts list bulletins. For the future, Shaun is keen to help implement a



Compact and lightweight.

In practice



Applied

SMALLER ENVELOPES

The ability to make well-balanced, easy to use, and highly efficient equipment, within ever-smaller design envelopes is further eased by introducing laboratory data related to heat distribution. These and other such test results are incorporated into the V5 PLM system and held in ENOVIA SmarTeam databases to help designers further improve future products.

As the company develops its PLM provision, the benefits are increasing. Tolerances are maintained, accuracy is absolute and quality is improving daily.

Trevor concludes, "V5 PLM is producing positive and measurable metrics at Husqvarna UK while the availability of 3D data across the enterprise is delivering many improvements that generate business benefits by driving down cost while helping to advance products and productivity" +]

For more information:

www.husqvarna.com
www.flymo.com
www.appliedgroup.co.uk