

EDEN



Client: Eden Office

**A DESIGN PARTNER
NOT JUST A DESIGNER OF
CHAIRS**

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About Eden Office

Eden Office is New Zealand's largest manufacturing wholesaler of commercial seating, based at Auckland Airport. They create task seating, café seating, boardroom chairs and soft seating for both indoor and outdoor use. Partnering with furniture companies and retailers nationwide, Eden Office is a key supplier to the office and workspace fit-out markets. They are known for developing and supplying high-quality products and delivering outstanding customer service. Eden Office has grown from being a niche brand to become a large-scale product development and delivery partner with impressive manufacturing capabilities.

Visit <http://www.edenoffice.co.nz/>

Industry:

Manufacturing

Location:

Auckland, New Zealand

Phone:

+ 64 9 634 0330

Marcus Win, head of strategy and innovation for Eden Office, has been working with A2K Technologies on transforming his products from the 2D realm to 3D models. He said "Revit modelling has enabled us to let our partners use their imagination. Architects don't have to be constrained when they are working with our products. They can apply whatever base finish they like, colours they choose, a powder-coat, chrome or timber finish and a fabric that works with their design. Furniture is fashion and function. Our clients want coordinated and beautifully designed pieces that are also practical and hard-working. With agile project methodology workspaces are more collaborative environments that require modular furniture. Our range can be used in numerous situations; seating needs to work for a meeting, then reconfigured to a breakout zone or pushed back to create open space. Our 3D models show the huge variety and flexibility of our range, they download quickly and easily into a design – and, most importantly, we can deliver exactly what our clients want."

A2K Technologies provides Design Content for use in the construction industry. There is growing demand for coordinated, dimensionally accurate and appropriately meta-data-rich models.

3D modelling has given Eden Office a competitive advantage and ensures that their products are at the fingertips of those undertaking design or procurement for any project, no matter how large or small. The models are ready-to-use, allowing designers to specify Eden Office Seating at an early stage of the design with the intent of keeping them specified through to procurement.

Marcus said "Leading architects use Revit and they are typically working on big projects. We saw the advantage of being involved in an early stage of the design process and incorporating Building Information Modelling (BIM) by offering our entire product range in sophisticated 3D models.

"Initially we tried using a Ukrainian modelling freelancer and issues arose over consistency, model reliability and quality. It was a real headache for us, so we looked for a local solution and partnered with A2K. They were really the only option that had the experience and structure we needed.



Track, Cruise Leaner by Eden Office

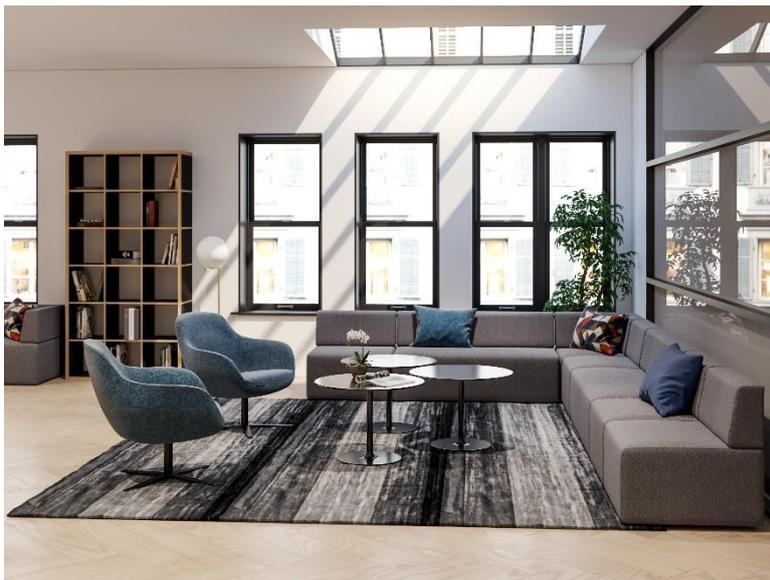
"It wasn't a difficult process, it was extensive and intense, but not difficult. Brian Bowler, Dan Hinds and the design content team worked with us to map out what we wanted, how it would work, and I felt they had a very good understanding of how our product ranges fit together. It was a large scope as we wanted to model everything, all 80 products and their derivations, and A2K were great at understanding our requirements and that everything is interchangeable. They made it easy for us breaking it down into four stages. We started with first principles and agreed on the project plan and time lines, which were both designed to accommodate our availability.

“We spent a lot of time ensuring the models were right. We took our initial models out to some key people we work with in the architectural community and asked for their feedback. We discussed model size, weight, level of detail (LOD), how much we wanted to prioritise detail over model efficiency etc. The feedback was vital to the success of the entire roll-out.

“We are very proud of the outcome. Our 3D range is entirely customizable with users able to easily change the configurations of products to make sure it fits their space. They can select standard stock items or personalise each piece with their own finishes and fabrics. This is a key part of our value offering. Our large team of skilled craftsmen, tradesmen and designers strive to deliver our clients’ vision.”

“3D modelling and Design Content is a huge opportunity. Here in New Zealand there haven’t been many companies embracing Design Content, although I think we will see more as stakeholders want to know exactly what is going into their projects. The construction industry is risky and there’s a growing interest in greater transparency. Manufacturers may be reticent to dive into Revit modelling because it is a big commitment. There is a cost, work to do in terms of getting the content right and working out the balance between a good-looking accurate model and size; you want to be able to put 1000 chairs into the model and it doesn’t break it because the model is so heavy. We know that chairs are just one part of a massive project, but it’s not a part you want to worry about, it’s a part you just want to work.

“To us the benefits of giving architects everything they need to make their job easy far outweighs the cost. Our product range will make the seating aspect of your project simple. You know the product is available, you have models, images, specification sheets and a great selection that can be easily used by a Revit technician. Clients can see exactly what they will get.”



Davina Seattle Corner by Eden Office

One advantage of 3D models is the ability to link the specification sheets which includes all the information an architect, designer, engineer or reseller might need. Eden Office highlights their commitment to sustainability and their environmental qualifications, which is increasingly of interest for clients seeking building accreditation. They have GREENGUARD Gold, which certifies that product’s chemical emissions are at safe levels. All the components that make up a product are analysed; foam, fabric, plastic, timber, parts etc. and are listed and detailed.

Marcus added “Design Content is an excellent marketing strategy for us; it’s a key component of our product release package and offers a real competitive advantage.

“We certainly got what we wanted. Using A2K takes the pressure out of a complicated process, they looked after us every step of the way and when the models need updating they’ll be in touch and look after that for us too. Plus, it’s great to be able to leverage their client base across New Zealand and Australia via their Design Content library.”

About A2K's Design Content

Design Content provides online access to Revit, AutoCAD, and 3D Studio Max models which are accurate representations of specific manufacturer products.

A2K Technologies provides Design Content access for 2D and 3D building information models for Australian and New Zealand products. This includes manufacturer-specific and generic libraries suitable for architects, engineers (all disciplines), designers and specialist consultants/contractors.

Our dimensionally-accurate representations of products include schedulable data such as manufacturer product codes, performance ratings, finishes and up-to-date specification information, to increase efficiency and reduce errors during construction. This content is optimised for performance, documentation and analysis and complies with Australia & New Zealand Revit Standards (ANZRS).

Visit <https://www.designcontent.com.au/>