



## FreeForm<sup>®</sup> Customer Spotlight



### MEGA BLOKS<sup>®</sup>, by MEGA Brands<sup>®</sup>

MEGA Brands is a trusted family of leading global brands in construction toys, games & puzzles, arts & crafts and stationery. We offer engaging creative experiences for children and families through innovative, well-designed, affordable and high-quality products that deliver on our Creativity to the Rescue promise.

### Complete integration of digital sculpting with FreeForm<sup>®</sup> Modeling Plus<sup>™</sup> into product development at MEGA Brands.

MEGA BLOKS, Inc. was formed in the 1980's and has since manufactured and marketed a broad line of construction toys under the MEGA BLOKS brand name that incorporates its system of interlocking plastic building blocks. Today, MEGA Brands, Inc. is a worldwide organization with operations in fourteen countries, employing over one thousand people. With its recent acquisition of Rose Art Industries, Inc. the company has taken its position as the fifth largest global publicly traded toy manufacturer.

A key reason behind MEGA BLOKS success is its penchant for innovation. By introducing innovative toys that are expandable and universal, it has secured a leadership position in the intensely competitive toy market.

Prior to 2002, MEGA BLOKS sculpted its toys in the traditional manner, manually with clay. This process was extremely time consuming. It was a long procedure and was dragged out further because slight changes in design resulted in lengthy modifications to the original mould.



*Design of a MEGA BLOKS Dragon in FreeForm (left) and the finished Serpentorch from the Dragons<sup>™</sup> collection (right)*

The MEGA BLOKS sculpting team introduced the SensAble FreeForm Modeling Plus system in March 2002. From the very start, productivity increased and the system proved to be very efficient. FreeForm saved countless hours and was easily integrated into MEGA BLOKS product development.

## Interaction between sculptors and engineering

Due to FreeForm, the Sculpting team has been able to integrate and coordinate projects with the Engineering team without difficulty!

### Digital Approach

- Product development process is enhanced
- Design integration is smoother and easier
- Digital data makes future reuse simple and fast

### Moulding

- Parting line can easily be checked with engineers directly through the computer

### CAD Integration

- Ability to mix technical pieces (ribs, post, snap) with sculpture

## Enhanced communication with licensor

- Quick design approvals
- Models and reference materials are transferred through a network allowing for quick authorizations in both directions



*MagWarrior Fyren with Trudgescrawler Beast*

## Integration of digital sculpting

Working with Freeform:

- It is completely user-friendly and takes the sculptors' needs into account
- Enables faster sculpting
- Allows for advanced detail and precision
- Enhances performance and productivity

Enhanced features

- Adding textures with embossed images is done effortlessly
- Scaling and/or applying a mirror layout
- Easy exploration and experimentation



*Detailed hull design in FreeForm (left) of the MEGA BLOKS Noah's Ark (right)*

## Enhanced communication with manufacturers

MEGA Brands works with manufacturers around the world. With digital sculpting, transferring .stl files over a network ftp site is quick and easy. Manufacturers can now view our sculptures in seconds compared to the minimum 1-week delay incurred when shipping traditional sculptures.

Finally, at MEGA Brands, 80 % of our products have at one point or another been through digital sculpting. Digital sculpting using FreeForm is completely integrated in the MEGA BLOKS product development process.

MEGA Brands has mastered construction pieces with defined detail and intricate organic shapes. As a leader in the creative toy category, our products' complex structural shape and expressive details distinguish us from the competition.