

PARRYWARE ROCA BATHROOM PRODUCTS PVT. LTD.

Reducing design time and errors using SolidWorks solutions



Premier bathroom solutions company Parryware uses PhotoView 360 and the SolidWorks® Design Library to make the entire design process easier.

Established as part of EID Parry, one of the oldest businesses in India, Parryware has led the bathroom fixture market from the start. It has been continuously developing its range of products to set new trends in the bath and plumbing industry. When Murugappa Group took over EID Parry, Parryware expanded its market share.

Parryware became a trendsetter when it launched its Cascade series of toilet suites, an innovative range of bathroom fixtures. Its Cistern line became a category in itself in the industry in the 1990s. Parryware pioneered the "Glamour Room" concept which proved to be an industry game changer. Its innovative concepts, like Dual Flush and antimicrobial surfaces, established Parryware as the foremost and most respected bathroom fixture brand in the country.

In 2007, Parryware entered a joint venture with Roca of Spain and by 2010 it was a fully owned subsidiary of Roca Sanitario. Today, Parryware not only provides bathroom solutions to millions of homes in India, it has a significant overseas presence in South Africa, Sri Lanka, the Middle East, and a host of other countries. Parryware Roca's global standing was further established when *Ceramic World* magazine ranked it the 10th best bathroom fixture manufacturer in the world in 2007. Parryware was the first and only bathroom product manufacturer in India named a "super brand."

Challenge:

Speed up the delivery of complex designs and make instant design changes that can be visualized in 3D.

Solution:

Use SolidWorks software for faster design times and photorealistic imaging.

Results:

- Produced photorealistic images for marketing
- Improved design symmetry before manufacture
- Reduced design cycles by 40 percent

The company has adopted five brand values to remain relevant with the changing times and continue its leadership in the market: Trust, Practicality, Contemporary Style, Value for Money, and Youthful Accent. With a clear focus on the present and a strong sense of tomorrow, Parryware continues to dominate the industry and maintain its status as the premier bathroom solutions brand.

Symmetry checks to save time and reduce design errors

When the 3D model changes, SolidWorks software updates dimensions, critical tables, and notes to the new values with 100 percent accuracy. It also updates associated bills of materials to avoid any confusion with manufacturing. These features save a lot of time and minimize errors.

Designers check for geometric symmetry in components using the Symmetry Check tool in SolidWorks. It identifies symmetrical, asymmetrical, and unique faces. Once symmetrical entities are identified, designers can work on a portion of the model, which saves design time and increases performance.

Design process made easier with PhotoView 360

PhotoView 360 plays a vital role in the company's design process. When any changes are made, SolidWorks data will update automatically in PhotoView 360, without the loss of current PhotoView 360 materials and scenes.

Designers appreciate how materials and scenes are dragged and dropped from the extensive libraries included with PhotoView 360. Texture-based materials can be scaled and color-adjusted in the PhotoView 360 window.

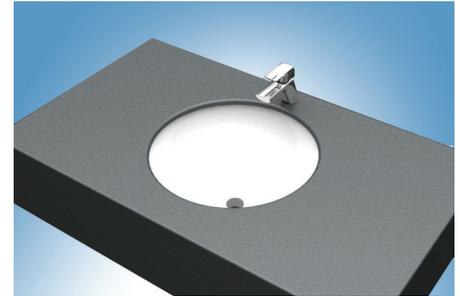
Benefits of photorealistic rendering

The easy-to-use progressive rendering tools in SolidWorks let users render photorealistic scenes while allowing them to continue working on the same scene, unlike software that forces users to wait until scenes are complete.

Parryware finds the complete package of SolidWorks tools essential for design and development.

"WITH THE AIM AND PASSION OF IMPROVING PEOPLE'S QUALITY OF LIFE, WE TRY TO OFFER MORE AND BETTER BATHROOM SOLUTIONS AND SOLIDWORKS HELPED US TO ACHIEVE OUR TECHNOLOGICAL INNOVATION."

Suresh Kumar M Dy.
Manager



Using eDrawings®, the company was able to send 3D model information to the customer with no loss of data.



The Symmetry Check tool helped Parryware to verify the symmetry of designed products.



Parryware Roca Bathroom Products Pvt. Ltd.
KGN Towers, 4th Floor, A-Wing, No.62
Eithiraj Salai, Egmore
Chennai - 600 105, INDIA
Phone: +91 44 4902 2000
www.in.roca.com
VAR: EGS Computers India Pvt. Ltd., Chennai, INDIA



Dassault Systèmes
SolidWorks Corporation
175 Wyman Street
Waltham, MA 02451 USA
Phone: 1 800 693 9000
Outside the US: +1 781 810 5011
Email: generalinfo@solidworks.com
www.solidworks.com

