



New Zealand Food Service Manufacturer Gains Competitive Advantage With Autodesk's Manufacturing Solution

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Moffat Uses Autodesk Inventor 3D Software and Autodesk Streamline for Design Creation and Collaboration

Autodesk, Inc. (Nasdaq:ADSK), the world's leading design software and digital content company, today announced that Moffat Ltd., a New Zealand-based manufacturer of commercial catering and bakery equipment, is designing in 3D with Autodesk Inventor software and using Autodesk Streamline online collaboration service to share their digital design data with team members around the world. Upgrading from Autodesk Mechanical Desktop software to remain competitive in the difficult New Zealand manufacturing industry, Moffat selected Autodesk Inventor software for its ease of use, adaptive design environment, AutoCAD compatibility and powerful sheet metal functionality. CADPRO Systems Ltd. (www.cadpro.co.nz), an Autodesk Authorized Reseller in New Zealand, worked with Moffat to help them make the transition to Autodesk Inventor software.

Manufacturing is a competitive business. According to Daren Gamble, design engineer and CAD manager at Moffat, New Zealand's location puts businesses there at a significant disadvantage compared to other manufacturers in the world because of the high cost of importing raw materials and exporting finished products. Like other companies around the world looking to improve efficiencies, New Zealand manufacturers who want to maintain their competitive edge plan to minimize costs by using the latest technology to produce intelligent design data that can be shared throughout their supply chains.

"For our company to survive and aggressively grow our market share we need to continually design smarter and faster, producing equipment that is better performing, innovative, and more economical to manufacture than our competitors'," said Gamble. "Using Autodesk Inventor and Autodesk Streamline together, we are confident we can achieve our production goals and continue to be a strong force in our industry."

Autodesk Inventor Provides Productivity Gains Over Autodesk Mechanical Desktop

Gamble sees the Autodesk Inventor adaptive design environment as the greatest benefit of the software. It enables Moffat to design parts according to function before applying form. In addition, making changes to a complex assembly is no longer a "pain point" as it was with a parametric-only system.

Autodesk Inventor software's ease of use is unparalleled. While Moffat design engineer Jonty Weber took two-and-a-half years to master Autodesk Mechanical Desktop software, he became an equally competent user of Autodesk Inventor software in less than a week. The Moffat Production Engineering department found Autodesk Inventor to be very intuitive as well. The context-sensitive menu accessed by right-clicking and the real-time feedback from the cursor means that the engineers' eyes rarely have to leave the drawing window.

Moffat extends its design data to team members across the globe, using the Autodesk Streamline online collaboration service. "Autodesk Streamline enables our designers to save parts, assembly files, or exploded presentations to a web page where team members with a password and a web browser can access and view files in 3D. This effectively extends our design team to include all our branches and sales departments around the world and allows greater input from all parties earlier in the design process," added Gamble.

"Moffat is a good example of how the constant drive for manufacturing efficiencies in new product design is paramount throughout the world," said Robert Kross, vice president of the Manufacturing Division at Autodesk. "With Autodesk Inventor and Autodesk Streamline, we are giving companies in more challenging business environments a total solution and a competitive advantage."

CADPRO Systems Focuses on Its Clients and Their Needs

CADPRO Systems Ltd. (www.cadpro.co.nz), an Autodesk Authorized Reseller in New Zealand, provides CAD solutions, consulting services, training, and support. CADPRO has a history of building strong relationships with clients by listening to the needs of companies to better understand how to provide the most effective training and support plans.

"Training is essential and ensures the best return on a client's investment by increasing its productivity from day one. We have worked quickly and efficiently to provide answers and solutions to Moffat during its transition to Autodesk Inventor," said Matthew Weake, manufacturing product manager at CADPRO Systems Ltd.

About Moffat

Established in 1933, Moffat has manufacturing plants in Christchurch and Brisbane, as well as sales and distribution offices throughout New Zealand, Australia, the United Kingdom, and the United States, and exports to regional distributors throughout the Asia Pacific region. Moffat is part of the ALI Group, an Italian-based food service equipment provider that has a number of other high-profile, international companies in its group.

About Autodesk

Founded in 1982, Autodesk, Inc., is the world's leading design and digital media creation, management, and distribution company. The company serves a diverse portfolio of markets, including building design, geographic information systems, manufacturing, digital media, and wireless data services. By delivering tools that foster innovation and creativity, Autodesk helps customers

throughout the value chain use digital design data to work better, faster, and smarter. For more information about the company, see www.autodesk.com.

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