

SIMAPP ANALYSES



BWAY TEAMS UP WITH KINETIC VISION, COMET SOLUTIONS TO IMPROVE PRODUCT TESTING

As one of North America's largest manufacturers of rigid metal and plastic containers, BWAY Corporation is a global market leader in packaging solutions for large and small manufacturers and container distributors.

Traditionally, BWAY's engineers and designers have relied on outsourcing the analysis and simulation of new product designs. Because delegating such responsibility to outside resources is inefficient, time-consuming and costly, BWAY began a search for a solution to allow their product engineers to easily and expertly run these simulations.

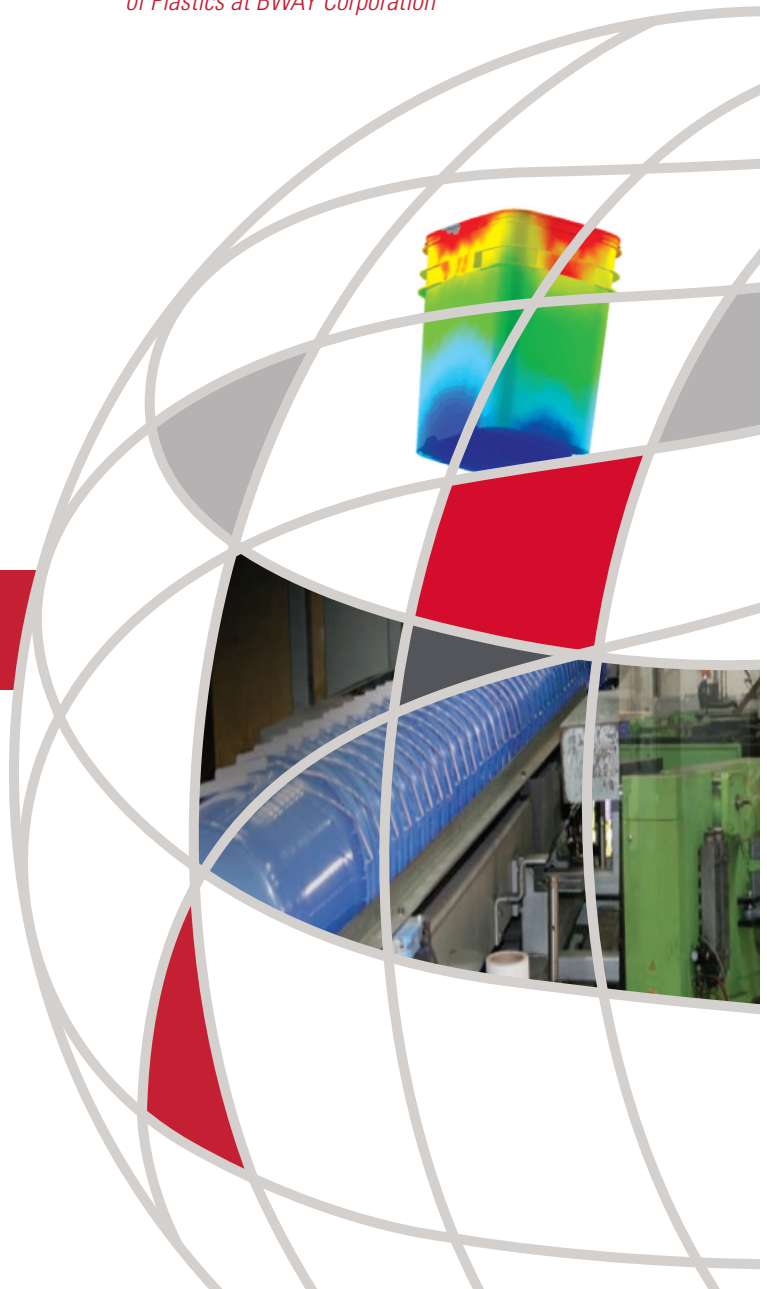
BWAY found the solution through a partnership with Comet Solutions—a developer of simulation applications, SimApps, that automate analyses for various American and Asian manufacturing

"Instead of a handful of iterations, we can use these apps and submit many iterations and really zero in on a product design and optimize it as much as possible before we ever cut steel on a mold. Typically, it's one and done or two and done and we've got a product out in the marketplace."

— Forrest Burney, Engineering Manager
of Plastics at BWAY Corporation

VIRTUAL DESIGNS. REAL BENEFITS.

companies, including Intel, American Axle and Magna International. In collaboration with AweSim partner Kinetic Vision, a Cincinnati-based engineering service provider, the team created a BWAY-specific SimApp. The SimApp interfaces with the AweSim platform, enabling BWAY to access it when needed for testing and analysis runs.



ADVANCED
MANUFACTURING



THE CHALLENGE

BWAY essentially was using a trial-and-error process to make the molds that produce their products. It was a slow process that required many iterations of the molds as they attempted to find the correct one. Once BWAY recognized that modeling and simulation could help, another problem reared its head: having engineers who were non-experts in developing and managing computer software in order to take advantage of high performance computing.

THE APPROACH

Comet Solutions and Kinetic Vision developed a BWAY-specific SimApp that interfaces with the AweSim platform. The app has embedded expertise to allow non-experts to use it easily and gain information quickly. The goal of these SimApps was less physical testing, less “hands” for information to travel through and quicker time to market.

THE SOLUTION

The development of the BWAY-specific app dramatically cuts down on the production cycle and the use of physical testing. Whereas in the past, the trial-and-error process was lengthy and expensive, the simulation method allows the team to hone in on one, maybe two, physical molds that will accurately produce the desired product.

The result has been that SimApps have made time to market incredibly faster and the savings of their testing process anywhere from \$5,000 to \$40,000 on a given product.