

# 3D Printing Hits the Footwear Industry

Case Study



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## Industry • Shoe-making

In recent years, more and more footwear brands have also begun to employ 3D printing technology for smart manufacturing, changing the conventional production process which involves in artificial design and production of wooden shoe sample, so as to take the initiative in the fierce competition. As a wholly-owned subsidiary of PouChen Group which is one of the world's largest branded sports shoes and casual shoes manufacturers, Dongguan Yuyuan Mould Corporation (hereinafter called Dongguan Yuyuan) located in footwear manufacturing hub in China was also keenly aware of this market trend and reached a strategic contract with UnionTech in early 2013. The services include that UnionTech offers customized development of 3D printing systems which are dedicated to footwear industry and the software as well as comprehensive application solutions to make 3D printing technology well fit in the shoe-making process.

In Dongguan Yuyuan's R & D Center, we would see the designers using 3D computer-aided design tool to design footwear, and importing the proposal into their own modeling software, then the system would automatically generate digital model as required. UnionTech SL 3D printers are able to print soles, vamps, accessories and materials within a few hours. It could functionally testify whether the design of a product's appearance or structure is reasonable and thus accelerate the development cycle of products.

Since the cooperation, 3D printing technology has become a revolutionary and innovative production methods for Dongguan Yuyuan. Dongguan is worldwide well-known for its footwear industry with a sound raw material market, a mature distribution channel system, professional shoe-making process and so on. For local ODM such as Dongguan Yuyuan, 3D printing technology helps them to assist their clients in developing unique, innovative and high-quality footwear products to meet their market demands.

The reasons why Dongguan Yuyuan chose to cooperate with UnionTech mainly lie in the fact that the printing equipment and the service of UnionTech do live up to their expectations. UnionTech 3D printers produce high elastic shoe models with fine pattern and smooth surface, needless to be polished. In other words, the cost is reduced because the ductility, dimensional stability, temperature resistance, stability against crushing and bending, and other physical properties are all in a good condition. In addition, compared with traditional molding process, 3D printing technology is more environmentally-friendly, not causing the waste of raw materials, noise and chemical pollution. Overseas branches of Dongguan Yuyuan in Vietnam and Indonesia also purchased UnionTech 3D printers.



For nearly 20 years, UnionTech stereolithography (SL) 3D printing equipment has been developed and manufactured in an environment of intense regional competition. The UnionTech product offering for the international market of today reflects the experience that has made it a global leader in stereolithography. Our equipment is robustly constructed for low cost of ownership from the initial purchase onward while producing the highest quality parts. Parts produced on UnionTech SL equipment are highly accurate with excellent feature resolution, full density and smooth surfaces. A philosophy of open design relative to material usage demonstrates UnionTech's desire to provide customers with the best available product solutions. Explore the fresh dimension in SL 3D printing that UnionTech makes available in a full line of commercial and production scale machines. UnionTech Create your Imagination.

## UnionTech

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