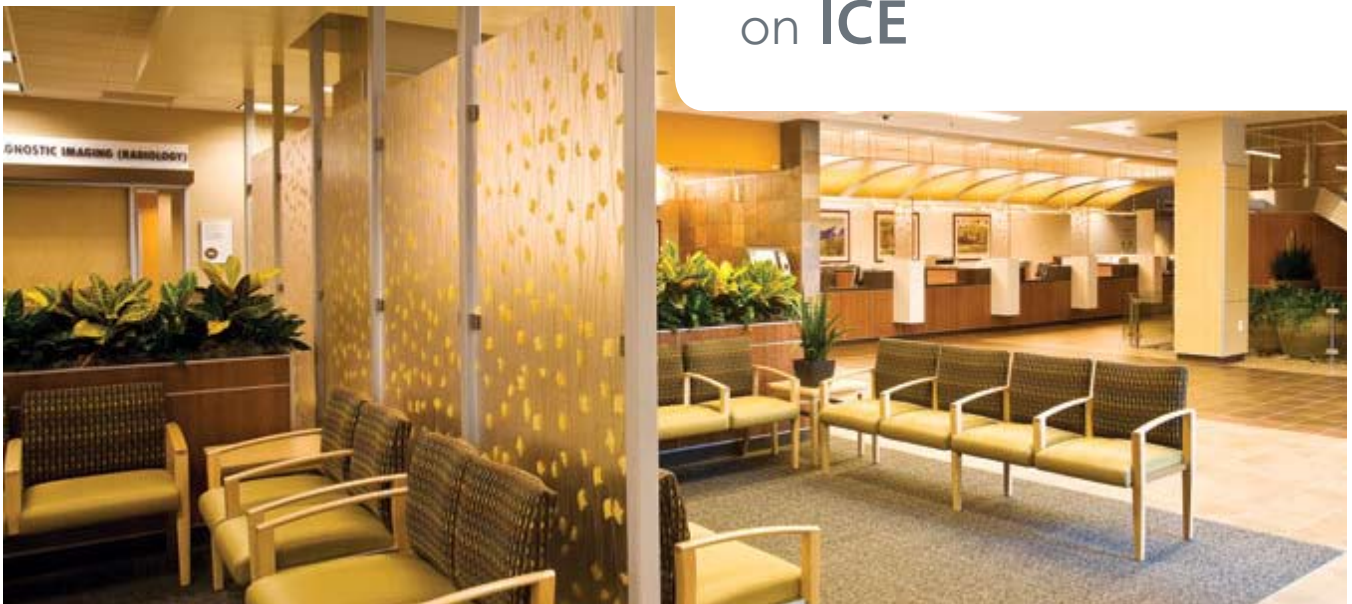




3FORM
on **ICE**





3FORM IS A LEADER IN PRODUCING RICH, ELEGANT, DRAMATIC ARCHITECTURAL RESINS. THEIR PRODUCTS GIVE ANY SPACE THAT SPLASH OF TEXTURE AND COLOR TO TAKE IT TO A MUCH HIGHER LEVEL OF AESTHETICS AND MAKE FOR FANTASTIC FIRST IMPRESSIONS.



By putting their products on the ICE® platform for their sales process, specification and manufacturing, 3form brings a higher level of service and storytelling to their clients and greater efficiencies for their own business strategy and day-to-day operations. "The ICE interactive 3D gives us a higher quality, more informative presentation for our customers," says Wynn Clayton, 3form's CFO. "But it is in the ICE intelligence where we reduce the complexity of our business and reduce the opportunity for human error in our specification and ordering processes."

3form is an early adopter of ICE. Since their first experience over four years ago they've gone on to integrate their top product lines like the ever popular Varia Ecoresin, Wovin Wall, Wave Wall, Versa, Suspend, Frame, Slide and Rail.



3form on ICEvision

ICEvision is a new innovation from Ice Edge Business Solutions. It became available in 2009 as a web-based application. ICEvision is easily integrated into any 3D software, not just ICE. For 3form, ICEvision allows their customers to get a completely immersive 3D experience of their 3form order where they can travel around as though in a videogame and get a true understanding of what the built environment will look and feel like when it is done.

The customer does not need any software or any 3form personnel coming to their office to give them a presentation. The 3form Representative simply sends an email with a link to the ICEvision website. There they can take a predesigned tour created by 3form with annotations describing what the customer is seeing, or the customer can use his or her mouse to take an unrestricted, self-guided tour of the space. "ICEvision gives us the flexibility of instantly sending interactive 3D visualizations of orders before they are manufactured. This gives our customers a new level of review and confidence that 3form is committed to delivering exactly what they want," says Jon Shurtliff, 3form Technical Development Director.

The environmental benefits of ICE and ICEvision also add meaningful strength to the sustainability mandate at 3form. "This technology reduces material and transportation waste by avoiding human error in the order process and limiting sales meetings to only the vital discussions," says Shurtliff. "It also gives us a more powerful, interactive marketing tool that easily surpasses anything a paper brochure could do for us – and saves all those trees in the process."

About 3form

From materials that break the mold, hardware solutions that simplify installations, to one-stop solutions that provide instant design possibilities, 3form has created a breadth and depth of offerings that make the connection from inspiration to installation seamless and unique.

Exceeding industry expectations, 3form has distinctively aggressive goals for minimizing the impact of not only its products, but its processes. Its Path to Zero goals are a commitment to continually reducing its overall environmental footprint toward the ultimate goal of total sustainability.



