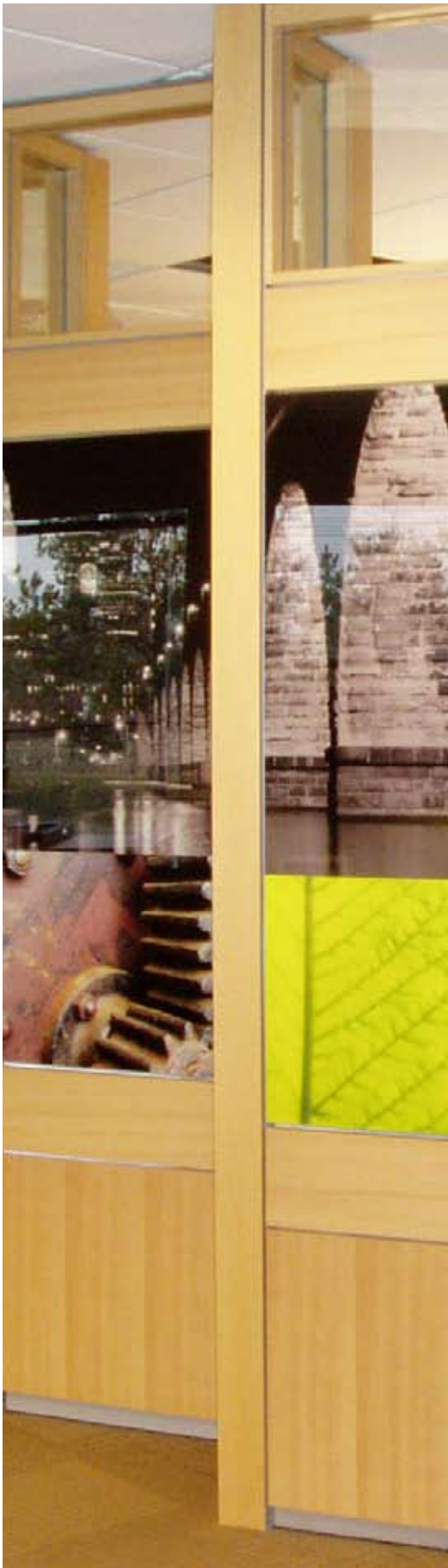




GOLDRAY INDUSTRIES  
on **ICE**





GOLDRAY INDUSTRIES MANUFACTURES ALL TYPES OF DECORATIVE GLASS FOR INTERIOR AND EXTERIOR BUILDING PROJECTS. THEIR PRODUCTS ARE USED IN APPLICATIONS SUCH AS CEILING TILES, OPAQUE OR TRANSLUCENT WALLS, FLOORING SYSTEMS AND MANY OTHER AREAS WHERE A SOLID SURFACE BUILDING MATERIAL IS NEEDED.

DIRTT Environmental Solutions uses Goldray as a glass standard for their movable wall system. As with all their wall elements, they've integrated Goldray's product information into ICE® software. ICE is the technology DIRTT uses from front-to-back in their operations. They market, design, specify, manufacture, ship and install using the intelligence and graphical nature of ICE. The software understands all the parts and product parameters in every line drawn. Even when that line is changed, ICE automatically updates the entire file, from 3D flythrough to parts list without any rework by the designer. That includes changing glass styles, sizes and placement. "Everything in glass is custom," explains Goldray President, Greg Saroka. "There are all kinds of variables. It is a substrate and a decorative product. There are no standard sizes and several thicknesses, types and visual options. I think we are up to our 13,000th option in the sample area."

DIRTT loaded all the permutations and combinations of their Goldray glass standards into ICE. Now Goldray receives exact, comprehensive, correct order information instantly. "We've had orders come in from DIRTT at ten o'clock in the morning and delivered the glass to the DIRTT factory by two in the afternoon that day," says Greg. "We never ever would have been able to do that without ICE."

With ICE, the level of complexity on a project is irrelevant to the speed and efficiency of their order entry. Greg explains, "Let's say you've got a project with clear on top, privacy in the center and clear on the bottom – but they want to use it as an office divider so the center privacy section is also a magnetic marker board that can be used by both sides. There's a fairly complex order. That would come in to us and go through just as easily if we were sent an order for clear tempered glass."

For his own business, having one of his largest customers basically self-order entering means Greg is able to lower his own overhead. "In order entry we have at least one full-time person checking every order before it goes on to the plant floor," explains Greg. "Except for DIRTT. With their orders we don't have any second-guessing so I don't need extra people."

For other manufacturers the process for ordering glass is very manual and fraught with potential for error no matter their glass supplier. "On every piece of glass you have to go through; 'did they order the edge work on it? How come the thickness isn't the same as that thickness? Oh, they left out the thickness!'" says Greg, exasperated. "All these variables on every piece of glass have to be checked. It involves people from our company and their company going over line item by line item on a conference call." This not only results in errors and material waste, but it hurts the end-user's move-in schedule. "ICE eliminates a lot of finger pointing," says Greg. "Without it projects are running battles and putting out fires."

To learn how ICE can help your company, contact us at [www.ice-edge.com](http://www.ice-edge.com)



