



ELEMENT
and **i-Cube™** Technology





IN AN INDUSTRY WHERE BEING OVER BUDGET, LATE ON DELIVERY OR FULL OF DEFICIENCIES IS THE NORM, DIRTT PARTNER ELEMENT INTEGRATED WORKPLACE SOLUTIONS IS TAKING A DIFFERENT APPROACH.

Element is shattering expectations by bidding on a four million dollar project in three days with only one designer. Their secret? Element recently adopted i-Cube technology from Ice Edge Business Solutions.

Element, one of the first adopters of the i-Cube™, offers project management services in Calgary, Alberta and the surrounding areas. "It's amazing, the complete lack of technology in the construction world," says Element's Thom Hinton. "I say this all the time, the amount of paper it takes to make a steel building is incredible."

Thom attributes Element's recent bid successes to the re-imagining of DIRTT Millwork through the i-Cube, which allows clients to instantly see their design in 3D with the exact size, finish and hardware for each component. All the information required to make an informed decision – pricing, finishes and dimensions, is captured by the i-Cube in ICE® software, a 3D design and manufacturing platform used by DIRTT to deliver product to market.



"The i-Cube turned the bid from a two week project into a three day project," says Thom. "Before the i-Cube, with traditional Millwork, we wouldn't have been able to create images or renderings in the timeframe the client wanted. Now we are able to create the renderings, so the clients were able to see exactly what we were pricing."

The i-Cube streamlines the planning, design and manufacturing process for DIRTT Millwork, drastically improving the accuracy of project details.

Projects that used to take weeks with traditional methods now take only hours in ICE. It's one of the biggest advantages Thom sees in using the i-Cube to design Millwork. "With the i-Cube, clients see a three dimensional image right away with the price next to it, and know exactly what they're going to get."

This is in direct contrast to what clients are used to getting: a rough estimate based loosely on per lineal foot calculations, with no visual reference. "There are only so many hours you can put into creating all of your drawings and it takes so much time to do it by all hand," says Thom, "that's why being able to do it quickly is so valuable to everyone."

Element's success with the i-Cube is only the start. The i-Cube represents a dynamic shift in how technology can re-define what's possible in an industry that is slow to change and hesitant towards implementing new technology.

"The i-Cube makes me excited about the direction ICE is heading," says Thom. You take a rough sketch of a design, lay it out in ICE, render an image, produce the shop drawings directly from your file and deliver it back to the designer by the afternoon. "The i-Cube gives us a huge leg up," he says. "Next time that designer has a project, they will definitely be thinking about us."

ICE software's i-Cube gives designers the tools to think of a space and then create it. It's that connection between ICE software and the designer that helps DIRTT partners deliver on every project.

"That speaks to the value of DIRTT and the i-Cube right there," says Thom, reflecting on Element's recent bid. "Two designers, one from DIRTT and one from our office put together a four million dollar package for a project in three days. Who else could do that? They can't, right? That would take a whole team, and at least two weeks putting the pricing together."

That's the difference the i-Cube makes.

