



– THE CURRENT SITUATION –

The Fournier Rotary Press is a machine that is revolutionizing the sludge dewatering process. Francis Caouette, Sales Director, is responsible for marketing the machine and communicating its features and benefits to its customers. In addition, the director is constantly looking to develop and optimize its distribution network around the world. It was therefore essential for the company to implement a 3D technology allowing its distributors to communicate the benefits of the product to customers.

With over 600 international customers, Fournier Industries also wanted to introduce a simple and effective strategy to provide better explanations on maintenance and handling, before and after the sale.

THE CLIENT

Fournier Industries is a Canadian company known internationally for manufacturing mechanical equipment, particularly for the water treatment industry. Indeed, their Rotary Press offers efficient and innovative dewatering solutions for all types of sludge and manure and marks a major advance in the industry.

– THE PROBLEM –

To expand their international distribution network, the company wanted to acquire cutting-edge strategies to provide an attractive sales toolbox for their representatives. Due to the complex design of the machine, images and even videos were not able to provide the details that customers wanted. In addition, for both their network and their events, Francis felt it was equally important to move away from paper (flyers, documentation, etc.) to more modern methods.

PROBLEM OVERVIEW

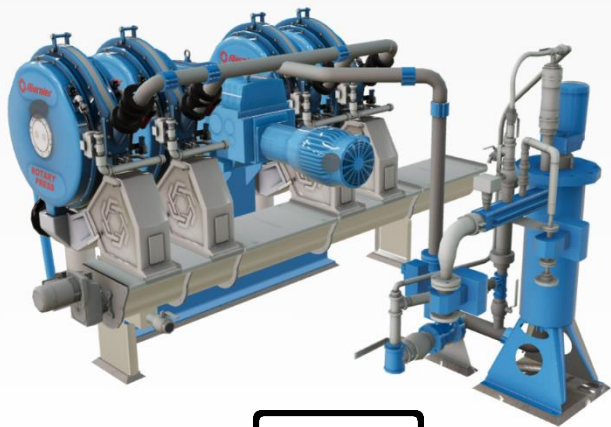
- ✓ Need to present a new technology in a modern way
- ✓ Lack of effective sales tools for international representatives
- ✓ Need to provide better explanations on maintenance and handling

In essence, the company knew it was time to turn to 3D visualization to better explain and demonstrate the functionality and benefits of its equipment.

THEIR OPINION

"An image doesn't rotate, let alone pivot! That's why it was obvious that we had to find a way to show the Rotary Press' performance from all angles and in a way that would impress our customers."

- Francis Caouette, Sales Director



THE IMPACT

"What we value is that our customers can easily share the 3D model of the Press online with their colleagues, making the experience much more memorable and usable for them!"

- Francis Caouette, Sales Director

RESULTS OVERVIEW



More engaging and immersive process for explaining the Rotary Press



International representatives have more confidence in what they are selling



Higher and more effective engagement at trade shows

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OUR SOLUTION

Visao first designed a customized 3D viewer of the Fournier Rotary Press, customizing it for each of the client's different platforms. The manufacturing company was able to easily integrate the 3D viewer on its website, also allowing the device to be viewed in augmented reality as well as on a large TV screen for its trade shows.

THE RESULTS

Today, Fournier Industries' sales representatives are delighted with this new presentation tool. Indeed, they have expressed their interest in using the 3D views and the augmented reality tool to better promote the solution to their potential customers.

As far as trade shows are concerned, the Quebec company impresses its attendees more than ever. On the one hand, with its interactive Rotary Press in 3D on a television screen and on the other hand with its tablets so that everyone can see the machine come to life through augmented reality.

And that's just the beginning, as Fournier Industries is also currently working with Visao to implement a 100% web-based process for ordering parts. By offering exploded 3D views of the press's channels in combination with each of the clearly identified parts, the company will be able to offer customers an efficient and effortless purchasing process.

