

Beyond BIG | 3D Printing Tech Case Study

Sweetening Saturday morning football with super-sized *Coca-Cola* bottles



Each Saturday morning during football season, College GameDay is broadcasted LIVE on ESPN. Entering the 6th year as an official sponsor, Coca-Cola and their marketing firm MELT evolved the existing presence for the 2018-2019 season.

The big idea was to add a 12-foot tall *Coca-Cola* bottle to each side of Section Zero, with roughly half of the bottle exhibited. These props would also need to be manageable in terms of ease of transport from week to week. MELT then approached the experts at 3D Printing Tech with the task of building the super-sized bottles. 3D Printing Tech confirmed that utilizing a 3D printer mold for fiberglass construction was the best building method.

Why BIG

3D Printing Tech explains that they have seen a lot of demand in various industries for short-run large parts, but the standard desktop printers with large build areas were not appropriately filling the void.



3D PRINTINGTECH

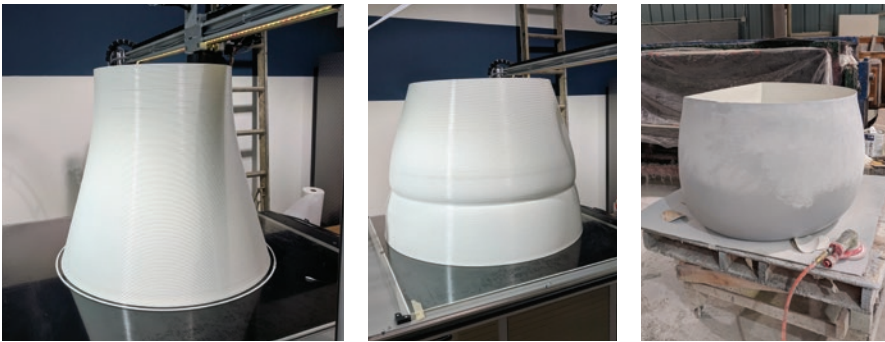
3D Printing Tech is based in Atlanta, GA, and provides services related to the 3D Printing Industry such as printing, scanning, modeling, and consulting. In addition, they handle hardware sales and maintain expert support of the 3D Platform product line.

www.3d-printingtech.com/

Why 3DP

The 3D Printing Tech pro's decided on a printer from 3D Platform because of its open market flexibility. They go on to explain that this open source function "allows us to control every aspect of the print settings, and also utilize a wide variety of materials to dial-in printing large items fast."

Now that 3D Printing Tech has perfected this approach, they are in turn training their 3D Platform customers in acquiring faster print speeds. As a result, quicker print times have allowed for faster parts production, significantly reducing the time it takes to get a return on their capital costs.



Results/ROI

For MELT and the *Coca-Cola* bottle project, speed was a critical decision factor in going with the 3D printer from 3D Platform. The entire project required a four-week turnaround to meet the deadline of the first broadcast.

By utilizing the large format printer from 3DP, the specialists at 3D Printing Tech were able to complete the print in just 8 days! They added, "Printing a 12-foot tall bottle on a desktop printer would have easily taken 3-4 months or more, and would never have been feasible."



3D Printing Tech utilized the 300 Series Workbench from 3D Platform for this project. The final bottle mold was 12 feet tall, 3 feet wide, and printed in 6 different pieces weighing a total of 100 pounds.

In addition to the 12-foot bottle, they printed a quarter-scale model for the client to test the options with the wrap, which allowed them to get the final look just right.

