

## Rapid Prototype Confirms & Helps Market New Mug Design

There is nothing more disappointing than filling a glass with your favorite drink only to have it get warm very quickly. This is especially true in the summer months. Koozie's only insulate and don't keep the drink cool so it gets warm over time. Freezer mugs can't be reused immediately. Adding ice to your beverage dilutes it changing the taste and isn't always sanitary. The Polar Pint keeps your drink at the perfect temp and allows you to keep reusing it all day long by just replenishing the ice in the reservoir when it melts.

### The Problem

Schmidt Products developed a 3D CAD model of this idea but really needed a functional prototype to test out their concept. This prototype could also be used to help market the product before spending thousands of dollars on hard tooling and other manufacturing and marketing costs.

### The Solution

Schmidt Products contacted EMS to create a fully functional rapid prototype model. EMS 3D printed the "Polar Pint" on their Z Corp Z650 3D Printer. The Z650 is the fastest and most cost efficient rapid prototyping machine and is the only machine that can provide full 3D color if needed. This allows the customer to add textures, graphics, logos and more to give their prototype the look of the final product.

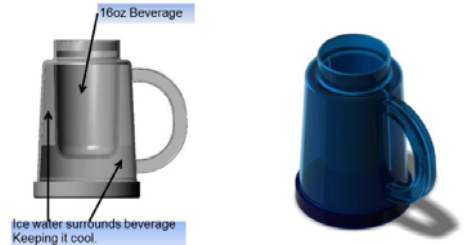
Schmidt Products was able to fully test their product and produce some marketing videos with their rapid prototype from EMS. "This was by far the fastest, most affordable way to bring an idea in 3D CAD to a physical model ready for testing", stated the founder of Schmidt Products.

### Conclusion

EMS was able to quickly deliver a rapid prototype that not only worked within the customer's budget, but was able to go through specific testing that produced positive results. In addition, the customer was also able to use their prototype for their marketing materials to further promote their concept to potential investors.

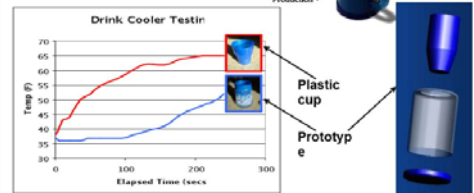
Look for a Polar Pint in a store near you soon.

For more information visit [www.ems-usa.com](http://www.ems-usa.com)



Concept & 3D CAD Models developed by Schmidt Products, LLC.

### Test Results



Test results using the rapid prototype model



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Fully functional rapid prototype model