



## Vision numeric welcomes new 3DESIGN reseller in Norway: Knut HORGEN

**Lyon, France – April 6th, 2006:** Vision numeric announces a new partnership in Norway for its latest product: 3DESIGN. Knut Horgen, renowned Norwegian jeweler and setter, encompasses 3DESIGN to its service offer. His background in the jewelry field credits to an even greater extend the true meaning and utility of 3DESIGN. His more traditional working methods combined with the latest CAD/CAM technology are the perfect match to penetrate a new market: Norway, who has just been introduced to CAD technology in the jewelry field.

Certified jeweler, Knut Horgen has been in the industry for almost 40 years. He was trained as a student by Peter Roffler from Zurich, Switzerland. In 1967, he started to work for Lars Harsheim AS, one of the most famous and largest jeweler in Norway. Lars Harsheim AS helped Mr. Horgen complete and perfect his training and the latter soon developed excellent skills for stone setting. Since then, he has been working for goldsmiths around the country.

In 1982, after years of quality service for Lars Harsheim AS, Mr. Horgen decided to work for himself and created his own company: Horgen design. Jewelers, goldsmiths and watchmakers come to him with specific demands to create the designs they have in mind or on paper. Demands mainly concern setting as Mr. Horgen's skills are nationally recognized, but he also deals with complex and varied projects. As a forward-thinker, he decided to invest in new technologies. In 2004, he acquired 3DESIGN, the 3D CAD solution for jewelry creation. As a result, he offered a new service to his clients: 3D printing of their design directly linked to a CAD solution.

As his customer base ranges from self-employed designers to larger national jewelers all over the country, Mr. Horgen has a wide market to cover. His service offer is now complete with a creation that starts with an idea all the way to the final 3D prototype and then piece. The demands he receives from clients are now directly built in 3DESIGN. Mr. Horgen presents a realistic rendering of the client's design in 3D and the latter often validates the design directly with the image or video. Convinced of 3DESIGN's capabilities to build in 3D the utmost and exquisite pieces only men can imagine, he decides to promote the solution all over the country.

Working business to business helps Mr. Horgen explain all the advantages of a CAD software solution as powerful as 3DESIGN directly to the designers. He explains "my ultimate goal is to educate jewelers in Norway to turn to 3DESIGN. Not only will they save time but they will be free to create everything they have in mind and even more directly in a 3D object!" With such enthusiasm, Knut Horgen became an official 3DESIGN reseller for Vision numeric in Norway in March 2006. Complete with training and hands-on expert jeweler's know-how, his offer is sure to conquer many in his native country.

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**About Horgen Design:**

Started in Oslo, Norway in 1983 as Juvelérfatteren, a gemstone setter service bureau for jewelers, the company was reorganized to Horgen Design AS in 2006. Since 2004, Horgen has been trained with 3DESIGN as a CAD designer. He found that 3DESIGN would be the perfect solution for development of new jewel designs combined with true craftsmanship as a jeweler. Horgen Design AS invested in a SolidScape 3d wax printer to service the market for the need of high precision models.

For more information about Horgen Design AS and 3DESIGN, visit [www.horgendesign.com](http://www.horgendesign.com)

**About Vision numeric:**

Established in France in 1988, **Vision numeric's** mission is to bridge the gap between the world of graphic arts and the industrial engraving industry. Marking, identifying and decorating are different needs expressed by professionals. With over 30,000 seats sold worldwide, the **Type3** product family is recognized today by professionals in the Mold & Tools, Sign, Packaging and Jewelry industries as the essential solution, whether they are working in a mechanical, laser, or rapid prototyping environment.

For more information about the Type3 product family and 3DESIGN, visit [www.type3.com](http://www.type3.com) and [www.3design.com](http://www.3design.com)