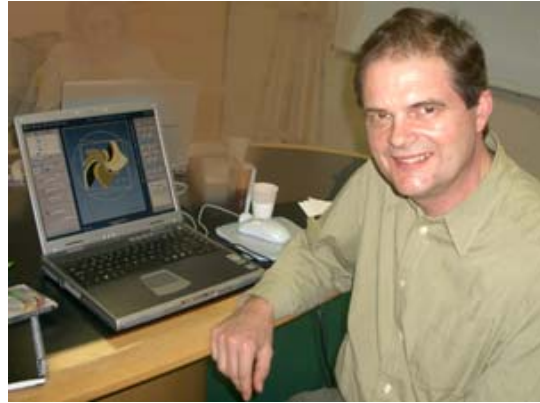




John Mckellar is the Managing Director of the company and owns 2 retail shops in England:

- one in Hereford
- and the other in Cheltenham.



JOHN MCKELLAR DESIGNER JEWELLERY designs, creates and manufactures all its models for its own shops. The company provides its existing ranges of jewels and also special unique creations. Designs are mainly contemporary oriented.

John Mckellar has been in this field for more than 20 years and has seen the evolution of work methods.

He has been using  for 1 year and is really satisfied with it.

Before choosing 3DESIGN **John Mckellar tested several software solutions** and his **criteria of selection were:**

- easy of use
- reasonable price
- powerful features
- and good support.

After this period of test, John Mckellar came to the conclusion that **3DESIGN** presents many pleasant characteristics and **is the best existing package.**

When he first used 3DESIGN, he found it reasonably easy to use at the beginning. He really appreciates the ergonomics aspects.

John Mckellar today explains that **the support is really good** and the training sessions are high quality for any levels:

*"I personally followed a beginner session last year and **an expert session** very recently which **allowed me to work even faster** by learning new ways of creation. I also appreciated sharing ideas and ways of working during the expert seminar, it was really productive".*

Since John has been using 3DESIGN, he can now create **90% of his designs in the software** and only 10% by hand, he confirmed to us:

"My productivity has really increased as I create more designs!"

*"What I appreciate most is **the way you see the solids** and also **the possibility to design 3D models really helps to have them validated by clients.** We do not loose time anymore in creating prototypes."*

Indeed, John Mckellar often uses also **the rendering module** and **the flash animation** to present models:

*"They **are real marketing tools** indeed. I can even send them by email which accelerates the process of validation."*

John favourite functions are:

- **Sweeping function** and the new sweep wizard
- and the **Jewelling feature**, a lot!

He also uses the **Catalogue** quite often for useful shapes like rings and stones.

As rings represent about 55% of JohnMackellar creations, he explains that the Ring Wizard is a really important criterion before choosing a software solution.

*“As a design tool it offers **possibilities that could not be made by hand and makes you think in new directions. It has thrown up new ideas!**”*

When we asked John how he would summarize his experience with 3DESIGN, he answered:

*“**3DESIGN is a very powerful solution, a fantastic package, it has developed tremendously since one year, it is really impressive!**”*

November 2004
