Case Innovations is a new start-up company in the construction industry that focuses on concrete anchoring systems for heavy applications. They had developed an innovative concrete anchoring system with an added level of strength reinforcement—a unique feature that is currently patent-pending.

“What we needed was modeling drawings to help present the project in the early stages,” says Darren Bennett, the Director of Case Innovations. When you’re dealing with something as abstract as a product idea, these illustrative drawings are “helpful in the initial client and funding process.”

Student researchers created a 3D model of the fastening system using SolidWorks, ensuring the model was an accurate representation of the current anchoring system. In addition, students created an animation showing how the anchoring system will work—from the boring of the hole to the insertion and curing of the epoxy resin. Working from this 3D model, students could produce a shop drawing for the industry partner of the anchoring system.

“We’re bringing a superior product to the market,” says Bennett. But the construction industry is one of the fastest expanding markets in Canada, so developing a company identity that supported the significance of their product was key.

So the project broke into two streams—on one side, students from George Brown College’s Centre for Construction and Engineering developed 3D product specification drawings detailing how the anchor works for potential clients and investors. On the other side, the George Brown School of Design took on developing a brand identity, with company templates and visual elements to use in their day-to-day operations.

What they got from the students was incredibly useful. “The design students gave us a logo,” says Bennett, “and we’ve been building off the [product] drawings from the students. We’re in in the process of joining up everything—the drawings from the Engineering students and branding from Marketing” to make a cohesive company identity.

The work from the students has placed them in a good place to get to market that much faster, and moreover, stand out once they get there.