

laser's edge

The Rapid Prototyping, Manufacturing and Product Development Newsletter

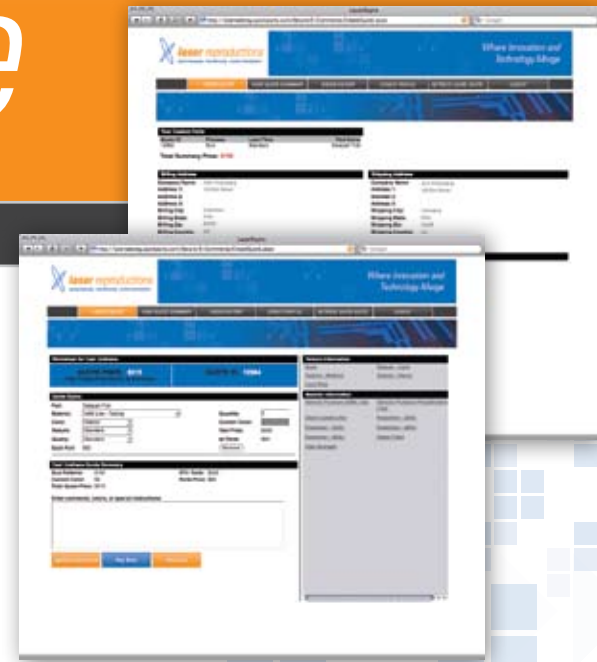
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Where Innovation and Technology Merge

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Laser Launches Sophisticated Online Application, Rapid Quote

On July 7, 2008, Laser Reproductions launched its newest Web site addition—Rapid Quote. This innovative online quoting system allows users to upload pertinent prototyping information to the Laser Web site and receive an accurate, electronic project quote within seconds.

This instant quoting technology is proof of Laser Reproductions' continuous stride to improve service for its customers. By providing instant pricing and project information, Laser Reproductions can move customers through the prototyping process quicker, which allows customers to see their inventions come to fruition sooner than through the standard quoting process.

In addition to its convenience, the system's simplicity is extraordinary. After creating a profile, customers can view a user-friendly interface that offers easy navigation through the quoting process. By uploading detailed, three-dimensional computer-aided design (CAD) or zip files of the project and answering a few simple questions, customers can identify the steps and costs necessary to complete the prototyping process for most projects. After receiving a quote, customers can choose to purchase immediately, directly from the Web site, or return at a later time to purchase. Since much of Laser Reproductions' process is customized to meet each

project's specific needs, customers are encouraged to call the sales team at any point during or following the on-line quoting process for more information. A Laser Reproductions' sales person typically follows up within 48 hours to ensure customers obtained all the necessary information to initiate their projects.

Once registered with Laser Reproductions' Rapid Quote, customers can save personal profiles, past or in-progress quotes and order histories, which can be easily accessed upon every log-in thereafter. These easy-to-use features create a simple, yet very effective quoting system that is sure to satisfy quick deadlines and streamline business for both customers and Laser Reproductions.

All with the click of a button, Rapid Quote offers better customer service through immediate response and the ability to place orders 24/7.

Laser Reproductions has an extensive variety of processes and a vast range of materials to accomplish your rapid prototyping, manufacturing or product development goals. Call 614.552.6905 or visit www.laserrepro.com to learn more.

receive an accurate online quote within seconds!

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Where Innovation and Technology Merge



behind the scenes



"Working at Laser Reproductions continues to be fun and interesting after almost 7 years. Since our customers belong to a variety of industries, every project is a fascinating and exciting experience. Plus, the company's family atmosphere allows for great camaraderie and lots of practical jokes!"

Profile: Doug Weaver

Originally hired as a project manager in September 2001, **Doug Weaver** began his career with Laser Reproductions handling incoming calls from new and existing clients, quoting projects and managing jobs from inception to completion.

In 2005, Doug was promoted to his current position, sales engineer. His daily responsibilities include new business development, customer relations and general account management. His diligent work continues to prove he is an asset to the Laser Reproductions team.

Doug earned a bachelor's degree from The Ohio State University in 1987. He currently resides in Powell, Ohio with his wife Stacy, his son Jake and daughter Sydney.



Taking pleasure in the comfortable spring weather, Laser Reproductions employees enjoyed a relaxing **Friday afternoon cook-out** on May 30. Employees munched on the usual barbecue fare including hamburgers, hot dogs and potato chips.



For a "sweet" ending to the May cook-out, local alternative radio station, **CD101**, delivered free **Velvet Ice Cream** to encourage Laser Reproductions' employees to stay cool while working hard.

Visit us at the Medical Design and Manufacturing show in Minneapolis, MN on October 22 and 23.



in production



client Elmer's
project Dream Designer

Elmer's contacted Laser Reproductions to prototype high-quality models for its Dream Designer product line comprised of fully customizable, miniature playroom equipment for young girls. Needed for various market testing and promotional uses, Laser Reproductions worked within tight deadlines to complete the prototypes. With Elmer's expectations of fulfilling large quantity orders while maintaining a high level of quality, Elmer's kept the pressure constant to create the best products possible. Now completed, customers can purchase the Dream Designer product line at KB Toys, Toys R Us, Meijer and other large retail stores.



client The Ohio State University Art & Technology Department
project "Our Daily Dread"

Laser Reproductions was recently contracted by The Ohio State University Art & Technology Department to replicate the dog treat known as "pig ears" for an art exhibition in Eindhoven, Holland. The process began with two actual pig ears cast in urethane and the end result was a rubber product with surprisingly realistic color, translucency and texture that could withstand constant handling by the exhibition attendees. The art compilation on exhibit, "Our Daily Dread," focuses on the increased mechanization of human food production to keep up with the population's demands.

laserworld

Laser Reproductions Selected as Hasbro's Preferred Vendor

In March, Laser Reproductions was selected as a preferred vendor for Hasbro, one of the largest toy companies in the world. By meeting several criteria such as equipment, quality systems and capacity in addition to its long-standing relationship with Hasbro, Laser Reproductions was a perfect fit for Hasbro's prototyping needs. This preferred vendor status will enable Laser Reproductions to receive first opportunity to quote prototyping projects for Hasbro's extensive toy and game product line.

Laser Reproductions Improves Efficiency with Real-Time Service Program



To improve productivity, Laser Reproductions has enlisted a real-time maintenance program for its 18 stereolithography (SLA) machines. By contracting National RP Support, a global rapid prototyping maintenance and consulting company, Laser now has the ability to provide continuous upkeep and technical support for the company's SLA machines. With this service program in place, Laser has the capability to improve production efficiency by 10 to 15 percent.

Laser Reproductions Honors Employees

Each week, Laser Reproductions recognizes one employee with a Helping Hand Award for exceptional work performance. The employee with the most Helping Hand Awards at the end of each year receives a bonus, their name engraved on a plaque that hangs in the main lobby next to other company awards, and bragging rights, of course.

Congratulations to the employees who have received awards through the second quarter of 2008:

Three Awards
John Parsons

Two Awards
Karen Bordner
Deann Clark
Jennifer Gillespie
Bill Levings
Justin Mannon

One Award
Daren Bates
Travis Behara
Michael Blaz
Natalie Bordner
Kenny Davidson
Cynthia Lewis
Bill Lucas
Jason Lukacsko
Todd Mendoza
Scott Vreeland
Doug Weaver



creating impressions

Profile: OnTray



laser's edge speaks with "Mompreneur," Laura Hamrick, about her kid-friendly, parent assistant, the OnTray. While Laura was on a stressful grocery trip with her two year-old son, she realized she needed a handy place to store her child's snacks. With a little ingenuity, the simple, yet effective, device was born—a plastic storage container with a fastener that easily clips to standard shopping cart handles. She worked with Laser Reproductions to bring her idea to life.

How did your relationship with Laser Reproductions begin?

My patent attorney was well aware of Laser's expertise and excellent qualifications. Through his recommendation, I contacted them and we struck up a great working relationship.

How has this partnership been beneficial to you and your clients?

The design of the OnTray was obvious to me; however, it was just a sketch on a piece of paper. I didn't know the next steps to create a working prototype. Laser guided me through perfecting the design, choosing the right prototyping process and selecting the right materials for the highest quality product.

What do you value most when working with product development and prototype partners?

I value teamwork. It was important that I worked with someone who wanted to work with me. I didn't want to surrender my idea and just wait to see what the company designed. I was very involved in the process. Laser listened to my ideas and gave expert advice on how to improve upon my invention.

Would you work with Laser Reproductions again?

I am very pleased with the results. Laser's knowledge really pushed us in the right direction. My product is now on the market and doing quite well. I am grateful that Laser worked so diligently to find the best solution for my design. I would definitely work with them again.