

# Ashlar-Vellum Channel Partner Newsletter

## April 2016

### IFFIP Exhibition

The International Forum of Food Industry and Packaging expo was held April 12-14 in Kiev. Many members of our support, quality assurance and management teams attended to get a better understanding of customer needs and to see Andriy Pereuda, Ashlar-Vellum's newest support team member receive a design award.



Andriy Pereuda

The expo focused factory layout, machinery and packaging design for the food industry.



Members of the Ashlar-Vellum QA, Support, Infrastructure and Management teams visited the IFFIP show in Kiev, Ukraine learning more about processing machinery and packaging design for the food industry.

### Bou, Karpenko & Antoniuk to Kiev

Several members of our management staff traveled to Kiev this month. They met with various teams in ongoing discussions and training in development, QA, support and internal infrastructure development. The company and product visions were communicated and discussed openly with team members, both new and old, giving a bigger picture to each person than just the fragment of their position.



Ashlar-Vellum team members listen as Robert Bou articulates company and product vision: "We sell time. Anything we can do to save our customers time, both in the software and in our interactions with them, is very important."

## New Success Story Coming

Robson Splane has been using Ashlar-Vellum design software for nearly 20 years. During his life, Splane has been a freelancer, consultant, professor and run a design firm, all normal ways of making a living as an industrial designer. Now he's changed the equation and become an entrepreneur, partnering with others who will license, market and sell his designs, paying him a royalty each month.

A new success story is in the works telling the DreamProx story of Splane Design Associates that encourages other designers who want to gamble on their own skills and be remunerated for the hard work they put into designing great products using flexible and easy-to-use tools like Xenon™ and Graphite™ software. One of Splane's newest products is the VersaFormer3D, a multi-function thermal forming system for producing plastic parts, prototypes and packaging. The VersaFormer3D will be featured in season two of CNBC's *Make Me a Millionaire Inventor*.

If you'd like to read Splane's book for yourself, [click here](#) to get a copy and learn first hand about his innovative way of thinking.



**Above**, the VersaFormer 3D thermal forming system.  
**Below**, the VersaFormer production line.

