

CRAFTING WITH MAKEBLOCK'S LASERBOX

Infinity Art Creations uses technology to create unique designs.



AT A GLANCE

Challenges

- Time Consuming
- Excessive Manual Labour
- Design Process

Benefits

- Ease of use
- Accuracy
- Time saving



"The Laserbox has proven to be an invaluable tool in improving the quality and workmanship of my craft to levels I never thought possible. The positive feedback from my customers is a testament to the additional abilities I now have as an artist as a result of this technology."

Shelia McNeil

Infinity Art Creations

THE CHALLENGE

This small business owner in Calgary, AB, finds joy in creating unique home decor and jewelry items using a variety of materials that she sells online across Canada. She was manually cutting $\frac{1}{8}$ " and $\frac{1}{4}$ " Baltic Birch plywood to make shapes and letters into 3D pieces as a way to stand out from the rest of the makers. This process was time-consuming and inefficient so she searched for technology that could eliminate manual labour and improve the design process.

THE SOLUTION

After much research, she determined that Makeblock's new Laserbox was the answer. Its ease of use allows you to draw a design, place it in the machine and commence cutting in a matter of minutes!

Its accuracy results in high customer satisfaction and its safety features and available design software set it apart from others on the market. Venting outside the premises was an important feature for this business owner and the Laserbox provided this option, saving on the need to change filters.

THE RESULTS

Using Makeblock's Laserbox, the business owner was able to design and manufacture a variety of desirable, customized items in a shorter amount of time and with extreme precision. This allowed her to expand her collection and provide added customer service resulting in a 42% increase in sales.