



# Straight Talk from 3D CAD Users

Hear what designers are saying about **Creo™ Elements/Pro™**

Customer Story

Formerly Pro/ENGINEER®

**“In our business, speed is a decisive factor for success. Modeling in Creo Elements/Pro is quick.”**

Allan Turtle has more than 15 years of professional experience as a design engineer. Throughout his career he has worked with several 2D and 3D CAD tools, including AutoCAD®, Inventor® and CATIA®.

He currently works for Atraverda Ltd., a leading manufacturer of modern energy storage solutions based in Abertillery, South Wales. His main job task is to invent new batteries, which will eventually be injection moulded.

The company just recently introduced Creo Elements/Pro, and to get started with the new CAD tool, Allan has taken web-based training. He reports that it took just a few days to become familiar with the software. Comparing Creo Elements/Pro to other 3D CAD tools he has worked with, he says: “It is similar to get to grips with, but allows much greater detailed design.”

## Why Creo Elements/Pro is so effective

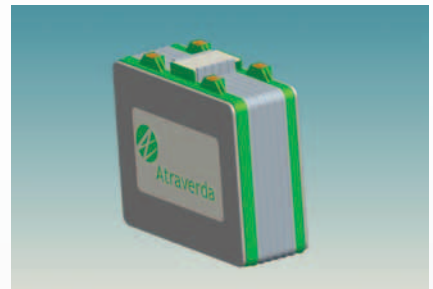
**“In our business, speed is a decisive factor for success. Modeling in Creo Elements/Pro is very quick. For example, I have just completed a design for a new battery, and the entire design has taken me only three days!**

I am extremely fond of the functionality in [Creo Elements/Pro] Sketcher mode and its ease of use. Being able to use cut-and-paste quickly gives me the ability to use specific sketch details on new parts and features easily.

For us, especially the Sketcher diagnostic tools have been fantastic, since our profiles are always changing and are very complex. These diagnostic tools – such as the Highlight Open Ends function or the Feature Requirements function in the 3D Sketcher – are valuable when modifying existing extrusions with complex profiles, since they give me immediate feedback and the confidence that I have completed the feature and it will be robust.”



Allan Turtle, Design Engineer  
Atraverda Ltd.  
Abertillery, South Wales (UK)



The Atraverda bi-polar lead acid battery.



Atraverda is cooperating with the University of Glamorgan to produce the world's first commercially viable bi-polar lead acid battery.

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