

# PRADCO Outdoor Brands

Bringing life to fishing lures with an Objet 3D printer



**Objet's Desktop 3d printer allows PRADCO Outdoor Brands to capture all the detail and feel of a living organism for their fishing lures.**

PRADCO Outdoor Brands was founded in 1960 as Plastics Research and Development Corporation, a custom injection molder that soon became one of the largest injection molders in the Southwestern United States. Founded by an avid angler who felt lures molded of plastic would perform better, last longer, and be more affordable than traditional wooden lures, PRADCO entered the fishing lure business under the brand name "Rebel®." Since that time, PRADCO Outdoor Brands became the world's largest manufacturer and marketer of plastic fishing lures.

In the past, PRADCO would use injection molding in each stage of the design process. This process could take up to 2 weeks just to get an idea of the size and shape of a new lure design. The need for a faster turnaround time between design changes drove PRADCO to explore rapid prototyping technologies and consider bringing a 3D printer in house. They needed not only a faster solution, but also one that could deliver all the details of a living creature.

## **Challenge:**

*PRADCO Outdoor Brands needed a faster prototyping solution with high details.*

## **Solutions:**

*An Objet Desktop 3D Printer*

## **Results:**

*Cut time to market by an average of 5 weeks!*

*Improved prototypes allow for performance testing.*

*Produces prototypes that have the "touch and feel" of the final product.*

“We average 3 changes in the detail or profile of a bait before we start production tooling. With our old method, this would take 6 weeks on average. Now it is down to less than a week with the 3D printer,” said Jason Needham, Director of Product Development, PRADCO.

### **Objet30 Desktop 3D Printer Selected for Speed and Precision**

Along with printing speed, the ability to print precise details was a major factor in PRADCO’s evaluation process. After exploring additional technologies such as FDM (Fused Deposition Modeling), PRADCO made the decision to bring Objet’s desktop 3D Printer in house.

“We felt the detail and precision was much better. With our products we are matching all sorts of creatures in nature so we try to capture the full detail of the actual living organism,” said Needham. “The Objet30 desktop 3D printer allows us to “touch and feel” the part before we ever have to cut a tool.”

PRADCO was also pleasantly surprised to discover they could use their 3D printing machine for more than just size and shape analysis.

“With the improved materials we are also able to make working prototypes from the prints so we can test performance (action, depth, etc),” said Needham.

### **Objet 3D printing helps put Rebel® fishing lures in Wal-Mart Stores**

Wal-Mart recognized PRADCO as a national brand, with Rebel being the most widely known, in the ultralight fishing lure market when they presented them with a new fishing lure. By using Objet’s 3D printing technology, PRADCO was able to actually show Wal-Mart how they went from concept to final product, a major selling point for the retail giant. “They were very impressed with the speed and detail that we could bring the product to market,” said Needham. “We took actual 3D prints to them and the next week showed them a finished product.”

Objet’s family of 3-Dimensional Printing Systems brings high-resolution, fine-detailed models into the hands of designers or engineers and fits in any office environment. Objet’s patented PolyJet and PolyJet matrix technology provides a complete 3D printing solution.

**EngATech is the select distributor** of Objet's 3D printing system in the five-state region consisting of Oklahoma, Arkansas, Texas, Louisiana and Mississippi.



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