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**THE ULTIMATE TOOL FOR
THE DREAM FACTORY**

GESSI | THE private wellness company



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MODELSEARCH GIVES GESSI DESIGNERS THE PERFECT SUPPORT FOR OUTSTANDING CREATIVE PERFORMANCE.

INDUSTRY

Furniture

PRODUCTS

Bathroom faucets
Kitchen faucets
Electronic faucets
Shower systems

LICENSES

ModelSearch

Sometimes, it's the small ideas that drive the biggest changes. GESSI is the perfect example. The Italian provider of exclusive wellness, kitchen, and bathroom furnishings elevates the ordinary to an art form. Whether it's a faucet, sink, or rain shower, the "Dream Factory" transforms everyday objects into stunning design elements—creations infused with the spirit of top designers, radiating charm, character, and individuality. ModelSearch, an exceptionally ingenious software tool from MAIT, plays a key role in making this possible.

Can a faucet become a design statement? Maybe—if it's "Diverso." That was the slogan used to market a faucet collection back in 1996, just four years after GESSI was founded. Even then, it conveyed what would ultimately make GESSI a global style icon in high-end bathroom and kitchen design: bold, revolutionary ideas and a refreshingly unconventional approach.

This philosophy is reflected in the company's sprawling 800,000-square-meter campus, which feels more like a lush oasis than the headquarters of an international industrial enterprise. It's embodied in unique product designs that turn everyday objects into multisensory experiences. And it's evi-

dent in an architectural approach that shifts the focus from the function of a faucet to the space in which it belongs.

"It's all about creating a perfectly harmonious whole, down to the smallest detail," explains GESSI's Technical Director. That's why the brand's bathroom collections are designed with a consistent form, contour, and signature aesthetic. Since April 2015, identifying these design similarities has become much faster within the existing PLM software, PTC Windchill. On the recommendation of CAD and PLM specialist ITTlab, GESSI implemented ModelSearch, an advanced software tool from MAIT that significantly simplifies the search for matching and similar geometries.

ITALY'S NUMBER ONE

Founded in 1992 by Umberto and GianLuca Gessi, the company has long been a major winner of prestigious design awards. In 2008, GESSI, a pioneer in expressive product design, was even nominated as a "Superbrand of Italy." But the Italian leader in exclusive wellness, kitchen, and bathroom furnishings was also ahead of the curve in adopting ModelSearch.

"GESSI is the first ModelSearch customer in our sales region," confirms

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Andrea Bianchi, Managing Director of ITTLab. Together with his partner Claudio Bianchi, he specializes in software sales, training, and support.

“We provide services around PTC solutions and have been a MAIT reseller for ten years now—because we highly value the technical expertise and innovative spirit of the Upper Austrians. MAIT’s software solutions integrate seamlessly into the PTC ecosystem, and our collaboration is built on reliability, continuous innovation, and mutual support,” Bianchi praises.

When GESSI set out to streamline its ever-growing product database—now exceeding 100,000 parts—the choice was clear: ModelSearch. This native, fully integrated application for PTC Windchill/Model Manager automatically scans and identifies existing or similar components, making database management more efficient than ever.

“Even if only 10 to 20 percent of outdated or duplicate data remains in a system, it can significantly impact performance,” explains Gerhard Schwab, Partner Sales Manager at MAIT. That’s why, when upgrading to PTC Windchill 10.2, GESSI took the opportunity to clean up and validate its entire data-

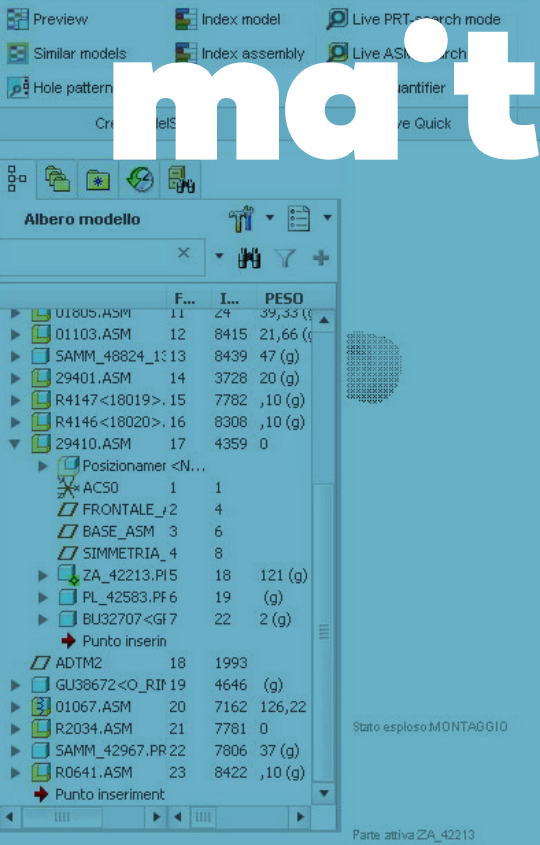
base using ModelSearch.

MOS LIVE – A FAVORITE AMONG DESIGNERS

Thanks to ModelSearch, GESSI uncovered a total of 3,920 duplicates. However, according to the Technical Director, only about a third of these are exact 1:1 duplicates. The geometry-based similarity search by MAIT also identified related components—such as identical faucets made from different materials, available in various colors, or with slight dimensional variations.

„All GESSI designers use ModelSearch, and they all love this software tool,” says the GESSI employee. „With its support, they can easily tap into proven or already validated designs. The live search running in the background constantly alerts them to similar or existing components throughout the design process. This means designers rarely need to start from scratch anymore. Instead, they can copy or modify existing designs. This saves both time and money.”

The employee anticipates that the return on investment (ROI) will be achieved within 12 to 24 months—though this is a conservative estimate, as, based on experience, each designer typically reuses more than three parts per year. The



9 models found using MoS - All

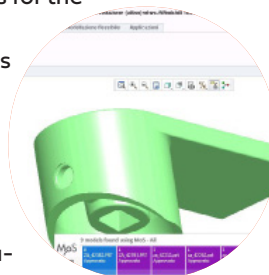
0	1	3	1	3	0	0
ZA_42382.PRT	ZA_42393.PRT	za_42211.prt	za_42262.prt	za_42214.prt	prg00375_031.p	ZA_42400.PRT
Approvato	Approvato	Approvato	Approvato	Approvato	Progettazione	Progettazione
81%	78%	78%	77%	76%	76%	75%

cost of creating a new model can vary widely, with the VDMA estimating a range from €500 to €3,400 per model. GESSI based its ROI calculation on the lowest value to remain on the safe side.

The Technical Director himself primarily uses ModelSearch's web application to answer queries from marketing, development, or technical management teams.

GESSI'S TOP 5 REASONS FOR USING MODELSEARCH

- Our designers now have to reinvent a product from scratch much less often.
- It's incredibly helpful for us to know at the push of a button how many components share the same geometry but are made from different materials.
- Using the geometric footprint automatically generated by ModelSearch for each model, we can even search for new suppliers for the required accessories.
- Data management has been optimized in multiple ways thanks to ModelSearch, including the elimination of unwanted duplicates.
- We appreciate the variety of search options,



such as searching for faucet handles with different lever lengths, hoses within a specific length range, or components with the same diameters.

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