

## Exploring possibilities of customization based on additive manufacturing technology

Sports glasses, more specifically sunglasses, are products that can have their customer value increased through customization. The need for perfect fit and high performance is central, and they are products you are willing to pay for.



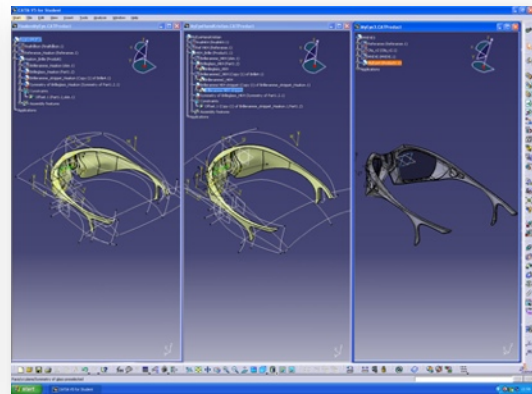
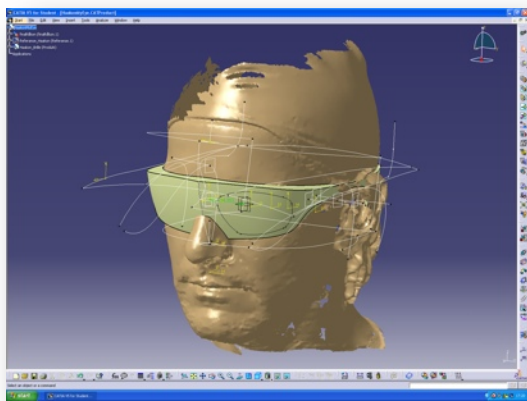
### Description

The customized glasses are made according to the users measurements. The glasses themselves are sintered out in nylon with SLS technology. This material is both strong and flexible. The project was aiming on discovering the possibilities and benefits of customizing. Findings:

- Aesthetically it is not possible to adjust a form freely, because the desired expression on the product might disappear.
- The customization must therefore be parametric within some predefined frames to secure the expression of the product.
- Nor the holder of a brand or the customer are likely to appreciate 100 % freedom in forming the product. The brand want to ensure the identity of the product, while the customer that buys it, wants its identity to be visible to some extent.

## Solution

The inside of the frame facing the users are 100 % customized, while the outside is adjusted according to some predefined parameters. This is due to the overall expression of the frame and in order to maintain the frames brand identity. The customer can be given certain options for further customization. See possibilities within this concept.



## Possibilities

- Choice of decoration; here ventilation holes on side
- Possibility for personal initials or name on the frame
- Eventually possibility for some personal form-adjustment-options: For example give the customer the possibility to choose sharp or soft edges on some parts of the frame.



## Benefits

- 100 % fitting
- Product adjusted to the use of the customer
- Strong relation to the customer, because of involvement and personalisation of the product.
- Securing of brand identity
- Adequate use of the technology



Customized sunglasses made for three different persons

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