Sunkist Builds a Better Fruit Packing Machine with Autodesk Software

Mar 29, 2012

Autodesk Product Design Suite Essential to Development of New Fruit Packing Machine That Boxes Twice as Much Citrus Per Hour

SAN RAFAEL, Calif.--(BUSINESS WIRE)--Mar. 29, 2012-- Autodesk, Inc. (NASDAQ:ADSK) has named Sunkist Research and Technical Services (Sunkist Research) — a division of international fruit supplier Sunkist — as the Autodesk Inventor of the Month for March. Sunkist Research engineers earned the recognition for the company's use of Autodesk Product Design Suite software to develop a flat fruit-packing machine that doubles hourly throughput.

Sunkist Research developed a flat fruit-packing machine that doubles hourly throughput with Autodesk software. (Photo: Business Wire)

Existing flat fruit packing machines pack a single layer of fruit into a box during each cycle. The key breakthrough of the new flat fruit packing machine is that it can feed a layer of fruit into *two* boxes at once. Instead of processing 200 boxes of fruit per hour, the machine can potentially process 400 boxes per hour.

In the citrus industry, "flat fruit" refers to oval citrus products such as lemons, tangerines or fruit with a large button at the top like Minneolas. Oval fruits do not roll on a conveyor belt as uniformly as round fruit, such as oranges, and are more challenging to efficiently process and package.

"The Autodesk Product Design Suite — and specifically Autodesk Inventor software — have both been invaluable tools and big parts of our success in developing solutions that help maintain our lead in the citrus industry," said Alex Paradiang, director of engineering, Sunkist Research. "Autodesk software helps us display our engineering talents to our customers and shows them that we are constantly innovating on their behalf."

Digital Concept Becomes a Reality

Working with Autodesk Gold Partner KETIV Technologies, Sunkist Research efficiently transitioned from PTC Pro/ENGINEER software to Autodesk Product Design Suite. Sunkist Research garnered support to develop their new packing machine by using Autodesk 3ds Max and Autodesk Showcase software to create renderings and animations that demonstrated proof of concept to partners and customers.

Autodesk Inventor was at the core of the design and engineering process, enabling Sunkist Research to create a digital prototype of the new flat fruit packing machine. In addition to easily checking for interferences, Inventor provided finite element analysis (FEA) tools to help determine the appropriate metal thickness for hours of continuous use.

Sunkist Research also relied on Autodesk Vault product data management software to reuse common parts, incorporate existing components into new assemblies and better collaborate both within and outside of the project team — speeding development time.

"Consumers care a great deal about how their food gets from farm to table, and Sunkist's R&D team has shown they continuously seek ways to innovate in speeding the delivery of fresh citrus from the orchards to supermarkets and more," said Robert "Buzz" Kross , senior vice president, Design, Lifecycle and Simulation at Autodesk. "By using Autodesk software to create a digital workflow, Sunkist Research and Technical Services can design, visualize and simulate its citrus packing solutions more rapidly and cost-effectively."

About the Autodesk Inventor of the Month Program

Each month, Autodesk selects an Inventor of the Month from the users of Autodesk Inventor software, which takes manufacturers beyond 3D to Digital Prototyping. Winners are chosen for engineering excellence and groundbreaking innovation. For more information about Autodesk Inventor of the Month, contact us at IOM@autodesk.com.

About Sunkist Research and Technical Services

For 50 years, Sunkist Research and Technical Services has provided automated solutions for the citrus industry. Sunkist Research and Technical Services is a division of Sunkist, a leading international supplier of fresh fruit, and the oldest operating citrus cooperative in America. For more information, visit www.sunkistresearch.com.

About KETIV Technologies

KETIV Technologies is a leading Autodesk solutions provider with 25 years' experience delivering CAD software and services in California, Arizona and Nevada. Focused on the manufacturing, civil engineering and process plant industries, KETIV's team of industry experts increase the profitability of engineering companies by helping them simplify the process of conceptualization, design and production. For additional information, visit www.ketiv.com.

About Autodesk

Autodesk, Inc., is a leader in 3D design, engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries — including the last 17 Academy Award winners for Best Visual Effects — use Autodesk software to design, visualize and simulate their ideas. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit www.autodesk.com.

Autodesk, AutoCAD, Autodesk Inventor, Inventor, Showcase and 3ds Max are registered trademarks or trademarks of Autodesk, Inc., and/or its

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50221545&lang=en

Source: Autodesk, Inc.

Autodesk, Inc.
Jennifer Gentrup, 415-547-2435
jennifer.gentrup@autodesk.com