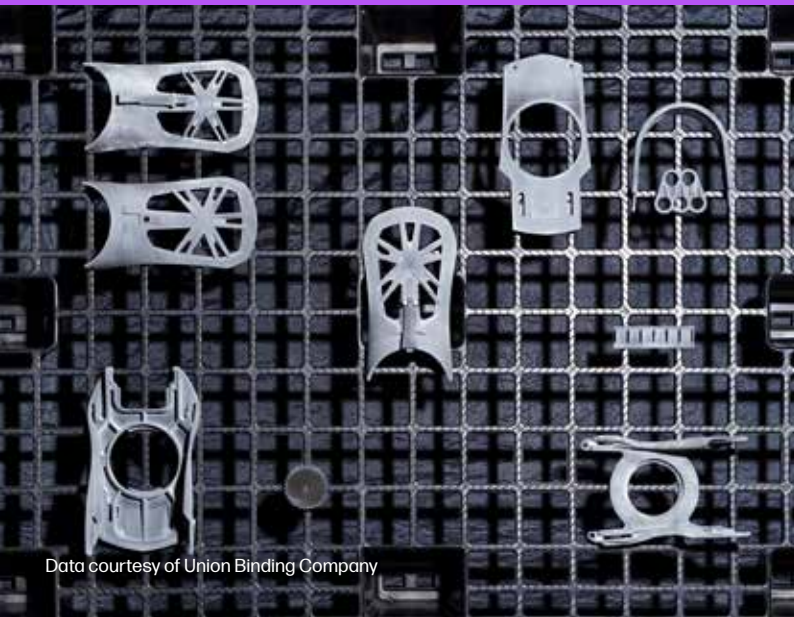


# Union Binding Company Make Their Ideas A Reality With HP Multi Jet Fusion Technology



# Union Binding Company prints rideable snowboard binding prototypes with HP Multi Jet Fusion technology



Data courtesy of Union Binding Company



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## Introduction

Union Binding Company is a leading snowboard binding manufacturer that owns the design and production operations of their products. The group focuses solely on bindings to offer the best product for all types of riding, at all ability levels, for each price offering.

In 2020, they launched The Box, their new global Headquarters located in Colico, Italy, at the heart of the Italian Alps.

The Box is a prime reflection of Union's devotion to design, test, and ride to create the best binding possible.

Their in-house 3D Advanced Prototype Lab equipped with HP Multi Jet Fusion technology allows for fast, rideable prototyping and even short-run production of bindings, saving time and materials on binding molds.

## Industry

Consumer Goods and Electronics

## Objective

Innovate from design to production to bring the best bindings to the market

## Technology | Solution

HP Multi Jet Fusion technology, HP Jet Fusion 4200 3D Printing Solution

## Sector

Sports Equipment

## Approach

Use HP Multi Jet Fusion technology to develop rideable prototypes that can be tested on the same day

## Material

HP 3D High Reusability (HR) PA 12 ESTANE® 3D TPU M95A

# Challenge

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Union Binding Company is the only conventional binding supplier who owns and operates its production facility. By only producing snowboard bindings, the company can focus on their goal to make the best bindings in the market.

Offering the best product for all types of riding, at all ability levels, requires speed and freedom to design, test and iterate prototypes fast.

The traditional product development cycle would outsource prototyping or require a mold leading to time, energy and material waste.

To stay true to their mission, Union needed to find a technology that would allow them to prototype fully rideable bindings. Accelerating the product development was key to innovate and provide riders across the globe with the best bindings.



Data courtesy of Union Binding Company

# Solution

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With the need for speed and functional prototypes, Union Binding Company selected HP Multi Jet Fusion technology to equip their in-house 3D Advanced Prototype Lab as it met all of their requirements.

HP MJF accelerates their design and testing phases and, their new global Headquarters, at the heart of the Italian Alps, gives them the chance to test in the morning and adjust designs by the end of the day.

"HP Multi Jet Fusion technology, gives us the opportunity to finalize new projects in 12 months instead of the average 20 to 22 months necessary in the past." says Pier Patriarca, Binding Engineer at Union Binding Company.

Today, Union Binding Company uses the HP Jet Fusion 4200 3D printer to support their innovation. All Union bindings are developed, produced, and shipped inhouse with zero outsourcing or 3rd party middlemen cutting into the value of their final product.





Data courtesy of Union Binding Company

## Results

By controlling their supply chain, material, and production development in house, the company has made important improvements in weight, strength, durability, and performance of their bindings to stay committed to delivering the most trustworthy equipment.

Union's 3D Advanced Prototype Lab has manufactured over 1,000 parts. With HP MJF, they are now able to print a prototype binding in 3 hours and test it on the same day with their network of over 100 professional snowboarders, testing and providing feedback.

"By utilizing HP MJF technology, I would estimate that we save about 40-50% on prototype binding molds and modifications.", says Pier Patriarca, Binding Engineer at Union Binding Company.

"Union's HP 3D printed prototype bindings ride just like the real deal. It's amazing to be able to test so many new parts, so quickly.", says Gigi Ruf, Professional Snowboarder