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## Bimba Looks to Boost Sales with Online 3D Configurator

*Innovator in Actuation Engineering Selects PARTsolutions as Technology Partner*

**Milford, OH – January 5, 2012** – [Bimba Manufacturing](#), a forward-thinking innovator of actuation technology, and [PARTsolutions, LLC](#), a global provider of 3D parts catalogs and sales configurators for manufacturers, announce the launch of the new Bimba online 3D CAD product catalog. Bimba has replaced its online catalog with advanced [3D CAD and product configuration technology](#) powered by PARTsolutions. With the new state-of-the-art digital parts catalog, Bimba will more effectively meet the needs of its customers.

[Click here](#) to view a video of the Bimba 3D configurator in action.

Bimba's new 3D digital parts catalog empowers design engineers to quickly access and configure high-quality product data and 3D models that can be instantly downloaded in more than 150 native and neutral CAD and graphic formats. This significantly shortens design time and improves the total customer experience with rich visualization and real-time configuration capabilities. The new technology makes it much easier for engineers to "design in" Bimba's parts directly into their products.

"We're all about providing the best total experience for our customers. By providing the best tools and technology available, we're making it easier for design engineers to obtain the right product when they need it," said Tom Wood, Bimba Marketing Manager.

Bimba previously made some of its product's CAD drawings available online, but due to market advances and customer demand the company commits to a more sophisticated technology platform. After evaluating technology providers, Bimba selected PARTsolutions based on its expertise, ease of use, stunning visual graphics, as well as its ability to provide hundreds of native CAD file formats and a solution that runs across multiple web browsers and devices.

"Bimba has long been an industry leader because it has continually invested in the most advanced technologies designed to deliver the best experience and value to their customers," said Rob Zesch, President, PARTsolutions. "It's been great working with the Bimba team and we're excited to be part of its next wave of growth."

See the Bimba digital product catalog and 3D configurator at [www.bimba.com](http://www.bimba.com)

**About Bimba Manufacturing**

Bimba<sup>®</sup> Manufacturing is a forward-thinking innovator of actuation technology, specializing in providing cutting-edge solutions to engineering challenges. Capabilities include an extensive line of industry-leading air cylinders, rotary actuators, linear thrusters, rodless cylinders, flow controls and position-sensing cylinders. In addition to its broad line of standard catalog products, nearly half of the company's business consists of custom and semi-custom products designed for specific customer applications. [www.bimba.com](http://www.bimba.com)

**About PARTsolutions**

PARTsolutions<sup>®</sup> is a leading provider of next generation 3D part catalog management and sales configuration solutions. For large manufacturers, PARTsolutions provides centralized 3D standard part catalogs making it easy for global design teams to find, reuse, and control standard and proprietary parts. For component manufacturers, PARTsolutions provides 3D part catalog technology to increase lead generation and to ensure that components get "designed in" to OEM products. [www.partsolutions.com](http://www.partsolutions.com)