



“When I first saw the Snap36 equipment at IRCE in Chicago it was impressive. It blew away the other solutions on the market. The quality of the equipment, the laser system, 360° spin... it had it all.”

Steve Snower, President at Parts Town

PROJECT HIGHLIGHTS

Produced 360-degree imagery for 25,000 products in three months

Trained the entire Parts Town photography team to operate Snap36 robotic equipment for remaining 40,000 products

Developed the industry's first mobile app using 360-degree imagery

Increased technical support capabilities and improved user experience



INDUSTRY | INDUSTRIAL

USE CASE | ON-SITE SERVICES
STUDIO EQUIPMENT

How Parts Town Helps Its Buyers Purchase with Confidence

Parts Town launched its first e-commerce site six years ago, and the site has since played a key role in helping the company grow by double digits each year to reach more than \$75 million.

One of their the biggest challenges online has been helping buyers make sure they're ordering the right part the first time. In order to lead the e-commerce market and help online buyers purchase with confidence, Parts Town quickly realized that nothing beat the ability to spin products in 360° & 3D and zoom on any perspective.

Snap36 worked with Parts Town over a three-month period to photograph 25,000 products that shoppers can click to spin completely around before or after they zoom in to view minute details. When viewing a valve assembly unit for a Bunn coffee brewing machine, a buyer can now zoom in close enough to view the type of screws that fasten it. The buyer can also spin it completely around to read the small print on a label for product assurance.

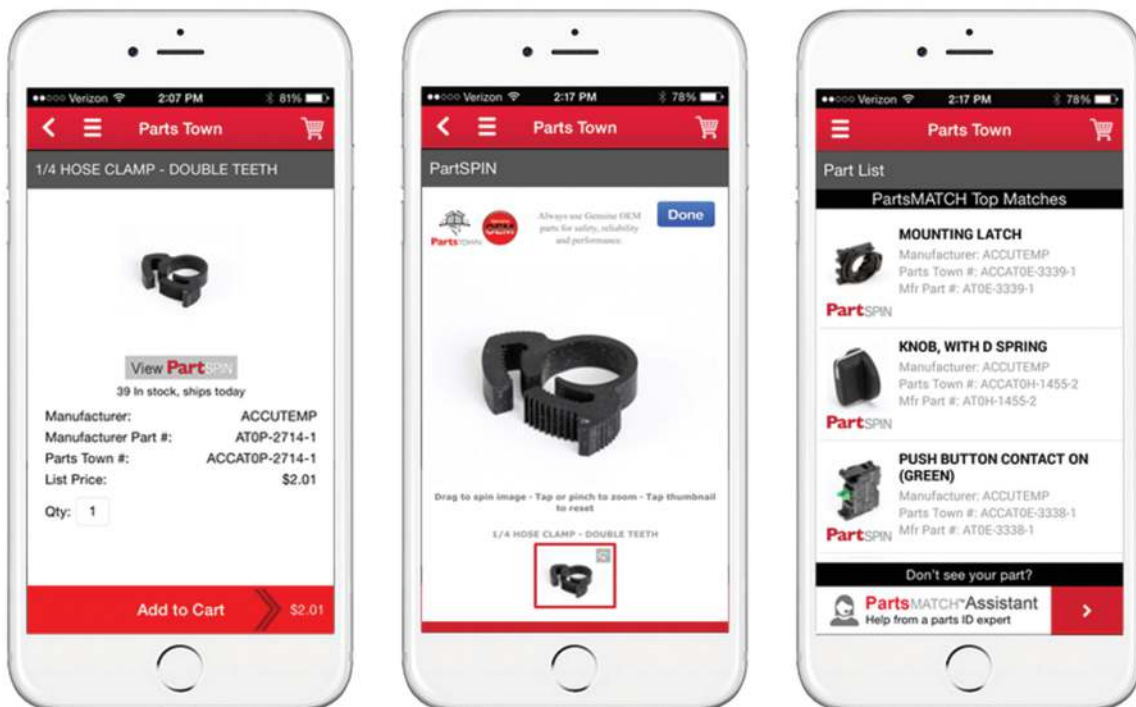
In addition, we trained the Parts Town photography team to operate our robotic equipment so that they could continue to photograph the other 40,000 Parts Town products.

EVERY ANGLE OF EVERY PRODUCT ON EVERY DEVICE

Parts Town incorporated their 360° & 3D product imagery, known as PartSPIN, into the industry's first mobile app, allowing customers to see a part from every angle and viewpoint, while providing unprecedented access to inventory.

In addition to increasing technical support and user experience, these features enable their customers to plan service operations more efficiently through mobile devices.

"PartSPIN is the largest project utilizing 360° spin technology in the history of the Internet, and it's awesome that the project was completed for genuine OEM restaurant parts," said Snower. "We are excited that our customers and manufacturers now have another tool to improve the quality of parts identification in support of field service excellence."



START YOUR PROJECT TODAY

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