Competiton - Designer Resources

Welcome to Katjes Magic Candy Factory designer resources. In this document you will find everything you need to enable you to win the competition including further details of the brief and brand image, along with guidelines to help you optimise your designs for the "Candy Printer".

Brief and Brand Image:

At the Katjes Magic Candy Factory we allow the customer to create unique and customised candies for all of their special moments. Our candies are enjoyed by people of all ages and backgrounds so we aim to produce an offer which is appealing to all and in no way offensive. We stay on the lighter/friendlier side of design – it is candy after all!

Some of our most popular items are the Octopus, Frog, Heart Lock and Butterfly to name a few.

We are always looking for great seasonal items and with Christmas coming up – this is a great chance for new shapes to be introduced which appeal to all of the aspects of the holiday season in all walks of life.

In addition, the Katjes Magic Candy Factory is about to embark on an exciting new growth cycle, launching its own stores across the UK and USA. We will be placing printers into the following cities and would love to receive designs which are attractive to consumers in these markets.

USA - Seattle, Sacramento, Santa Barbara, Denver, Kansas City, Salt Lake City, Boston, Chicago, & Austin. TX

UK – London, Essex, Birmingham, Nottingham, Derby, Newcastle, Braehead, Scotland & Cardiff

Some of our most popular regional items in the past have been monuments, Skylines and heritage foods from the areas.

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Remember, printing in "gummy candy" requires different parameters and constraints from PLA and FDM. Below is some useful info and tips to optimizing your designs for "gummy candy".

Tips and Constraints:

Nozzle size 1.2 mm - this means the resolution of prints is much lower than what you would expect from a desktop FDM/PLA printer. Take this into account when designing. Keep it simple, exaggerate the definition of details, and think about the smallest size they will printed at (depth 60mm), and how that will translate to the resolution of 1.2mm (see examples of failed and successful prints at the bottom of the page).

Support Free - "Gummy candy" does not use support mechanisms and so must be completely support free.

Brand Friendly - Designs must be brand friendly. Look at the company and their page and what you think would make most sense. We have already had a high concentration of Halloween designs submited which, while current, do not fit with the brand image (outside of this season). Think magic, fairies, animals, fruits, "sugar, spice and all things nice!"

No IP conflicts - Designs must not depict or represent any other brands or protected intellectual property (no "Fan Art").
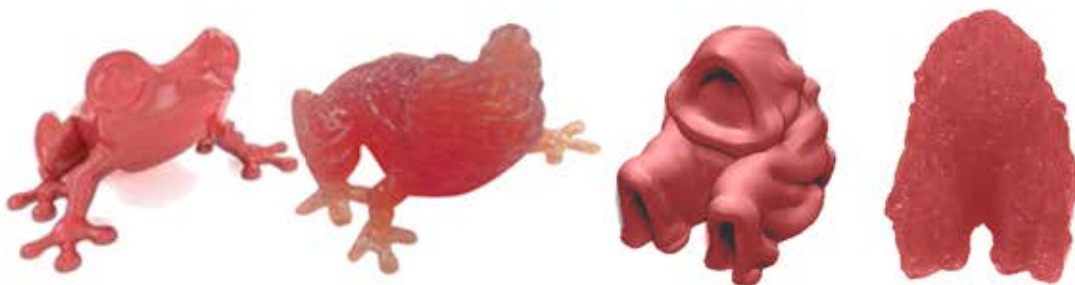
Designs courtesy of Katjes magic Candy Facotry and Morgan Morey

Successful Print   Unsuccessful Print

Notice how a lot of details are lost. Top Tip - over exaggerate extruded features and minimise the need for fine details to ensure they are visible when printed in candy.

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Katjes Magic Candy Factory have provided some renders of other 3D designs that print well in their printers as a visual aid to help illustrate what is possible.

Please also have a look at **magicandyfactory.com** and try the demo to see a full suit of products that are already available.

Successful Prints:

Good Luck!