



Britex: BIM Content that Drives Business Value

Britex is Australia's premier manufacturer of commercial stainless steel plumbing products and architectural fittings. With a sales and marketing strategy firmly focused on commercial project specification – by Architects, Interior Designers and Hydraulic Engineers – Britex was one of the first Australian manufacturers to invest in a long-term BIM strategy. With UNIFI as their provider of BIM content creation and strategic BIM services, Britex is considered one of the true market leaders among all BIM-enabled Australian manufacturers. Britex initially engaged with IGS BIM Solutions which was acquired by UNIFI in 2016.

Britex had begun developing an extensive library of Revit families for their products at the request of several major Architecture clients. However, like many of UNIFI's product manufacturer clients, Britex initially engaged not one, but several content creators prior to working with UNIFI, all of whom were unable to provide content that Britex's Architecture clients saw value in utilizing.

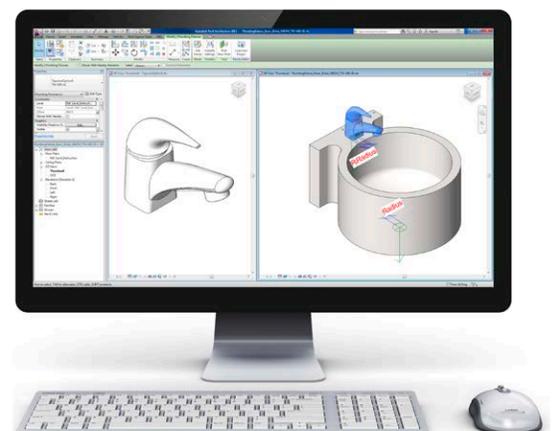
To ensure the Revit content created for Britex was utilized by the broadest possible user base, UNIFI focused on creating content that provided maximum value to each discipline of designer. In the simplest possible terms this meant addressing key criteria for each category of Revit content user including Architects, Engineers and Designers.

- **Architects:** Families capable of producing high quality documentation (e.g. 2D drawings, schedules etc) and included ample, well-structured product data.
- **Interior Designers:** 3D geometry sufficient to create basic renders and accurately depict the major aesthetic elements of the products
- **Hydraulic Engineers:** Families include defined water connectors and sanitary outlets



“Our specifier clients are now happier than ever with the service we’re providing. Our specification frequency continues to grow and our reputation as an industry leader has never been greater. We consider working with UNIFI as our BIM services provider to be a key part of our sales and marketing strategy.”

– David Kelly,
National Sales Manager



It would be fair to say the Britex Revit library has been an enormous success for Britex. Being an early adopter in its category, Britex was able to benefit greatly from being first to market with quality, fit-for-purpose Revit families for their products. Britex was able to provide a great service to these designers who were now looking for quality Revit content, especially free Revit content from product suppliers, to help them in their new design and documentation processes. The end result: specification volumes, and in turn sales figures, increased significantly following the launch of the Britex Revit library developed by UNIFI.



ABOUT UNIFI:

UNIFI is the essential cloud platform to create and manage Revit and digital building content. The UNIFI content creation team utilizes a unique blend of industry knowledge and proven expertise to create the highest quality BIM assets. The UNIFI content management platform ensures data consistency and anywhere access to BIM content –across teams and global offices. Learn why leading architectural, engineering, construction and manufacturing organizations trust UNIFI as the complete solution for their building content management needs at www.unifilabs.com or contact us at **702.527.6460**