

zea



Customer Spotlight

How Motrec Transformed CAD
Workflows and Elevated
After-Sales Service with Zea



Photos courtesy of Motrec International Inc.

- World class designer and manufacturer of customizable electric industrial vehicles since 1988.
- Customers from a wide variety of industries from retail and warehouse operations to tourism.
- Massive range of product configurations and constant design changes.



"At Motrec, we don't have the luxury of long development cycles. Every project is custom and fast!"

Marc Decelles, Engineering Coordinator and Project Manager, Motrec

Challenge: Custom Products and Countless Configurations

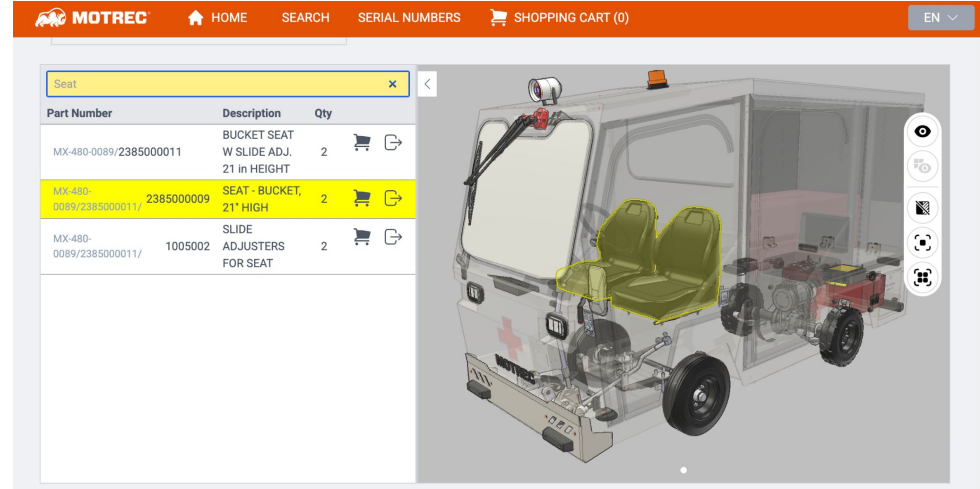


- Highly customized configurations for customers in many industries and use cases.
- This level of customization made it nearly impossible to maintain accurate, up-to-date parts manuals using static PDFs.
- Legacy approach relied on the team manually updating documentation.
 - Documentation fell out of sync with the products actually being delivered.
 - Customers struggled to identify the correct replacement parts, and Motrec's support team faced growing demands



“One day it’s a fire truck, the next day it’s a lift platform” The speed and agility of Motrec requires a new way to think about documentation and parts workflows.

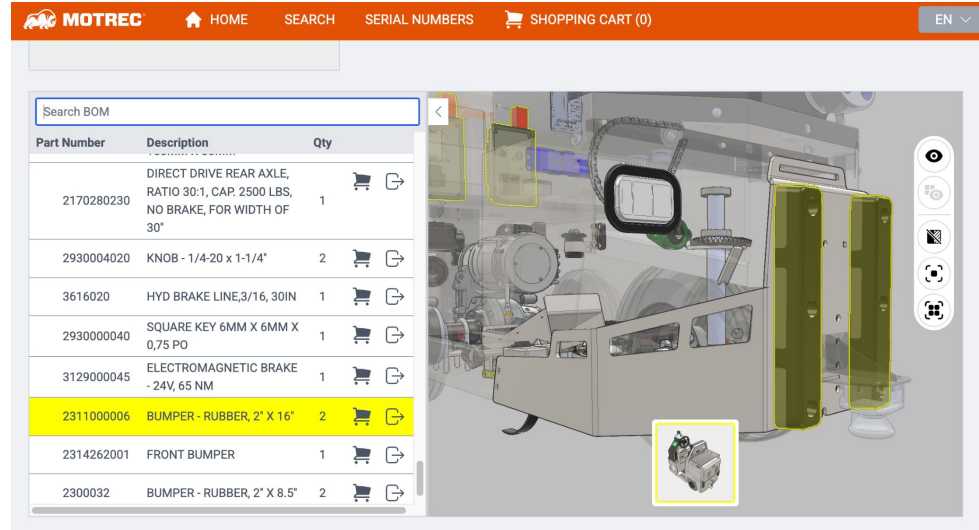
- Zea deployed its parts catalog platform.
- Connection from Motrec's CAD data for quick, automated updates.
- Customers can enter a serial number, explore a live 3D digital twin of their vehicle, and identify exactly the parts they need with confidence.
- Zea's ability to highlight only sellable parts and dim the rest helped simplify complex assemblies.
 - "That filter button is fantastic! It gives clarity at a glance."



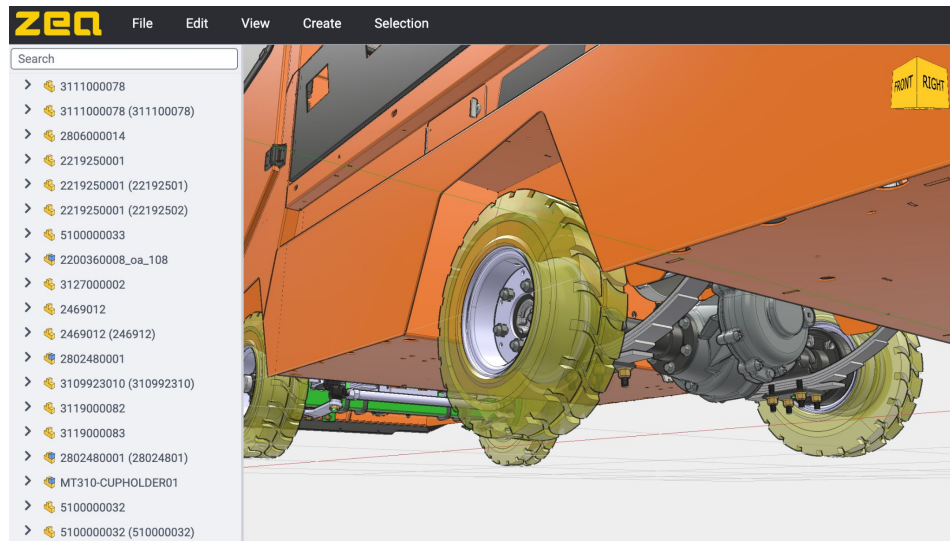
"The biggest benefit is that our customers don't need to call the parts team anymore. They can view the exact model they purchased and select the right parts themselves. It's fast, visual, and accurate." Marc Decelles, Engineering Coordinator and Project Manager, Motrec

"I find the parts catalog and 3D part images very helpful. I appreciate the 3D model of the parts and the unit to maneuver around as-needed instead of a single angle view. **The interactive model is the pinnacle of how parts breakdowns should be done.** Lists are good, pictures and diagrams are better, but a 3D model is best. Thank you for improving the process. **I deal with 20+ different manufacturers and all of them are behind on parts modeling and breakdowns/diagrams.**"

David Maj, Parts Sales Associate, Eastern Lift Truck Co.

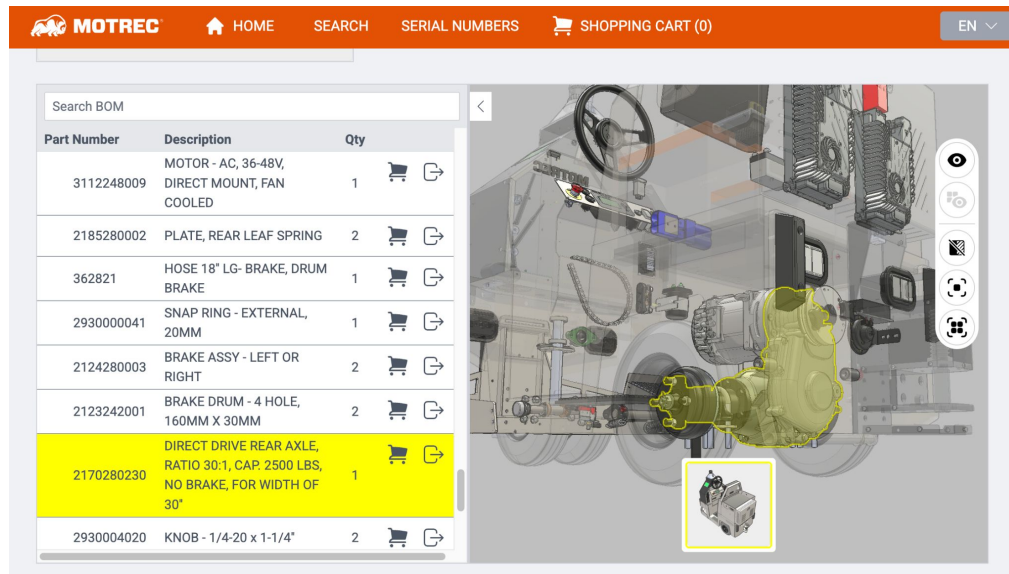


- Streamlined operations for both the engineering and support teams.
- Non-technical team members can visualize parts on a 3D model.
- "It's not just for customers. Our parts team uses it daily. They can actually see what they're selling."
- Flexibility - proved critical during transition to new PLM and ERP systems. Using STEP files as universal format.



"We're undergoing a big transformation. With Zea, we know our 3D parts catalogs won't break. STEP files give us the flexibility we need." Marc Decelles, Engineering Coordinator and Project Manager, Motrec

- Zea felt more like a partner than a vendor
 - **“We always found a solution. Zea’s team was transparent, responsive, and committed. It is a great partnership.”**
- Opportunities for using Zea for dynamic assembly instructions.
 - **“We’d love to create guided, interactive build processes. Step-by-step, not static PDFs.”**



The screenshot displays the Motrec website interface. At the top, there is an orange navigation bar with the Motrec logo, a home icon, and links for HOME, SEARCH, SERIAL NUMBERS, and SHOPPING CART (0). The main content area is divided into two sections. On the left, a table titled 'Search BOM' lists various parts with their descriptions and quantities. The part 'DIRECT DRIVE REAR AXLE, RATIO 30:1, CAP 2500 LBS, NO BRAKE, FOR WIDTH OF 30"' is highlighted in yellow. On the right, a 3D exploded view of a vehicle chassis is shown, with a yellow callout box highlighting a specific component, likely the rear axle assembly.

Part Number	Description	Qty
3112248009	MOTOR - AC, 36-48V, DIRECT MOUNT, FAN COOLED	1
2185280002	PLATE, REAR LEAF SPRING	2
362821	HOSE 18" LG- BRAKE, DRUM BRAKE	1
2930000041	SNAP RING - EXTERNAL, 20MM	1
2124280003	BRAKE ASSY - LEFT OR RIGHT	2
2123242001	BRAKE DRUM - 4 HOLE, 160MM X 30MM	2
2170280230	DIRECT DRIVE REAR AXLE, RATIO 30:1, CAP 2500 LBS, NO BRAKE, FOR WIDTH OF 30"	1
2930004020	KNOB - 1/4-20 X 1-1/4"	2

“Zea is the future. With Zea, we automated how we create and update thousands of serial number-specific part catalogs based on our 3D models and data from our ERP.” Blair McIntosh, CEO, Motrec



Contact Us

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