



August/September 2016

Welcome to the first edition of iBUS Project's Newsletter

iBUS "integrated business model for customer driven custom product supply chain" is a European Union's Horizon 2020 research and innovation programme funded under grant agreement No 646167.

Traditionally, the process of making has been linearly with a number of distinguishable steps. Internal R&D personnel designed new products, purchasing personnel managed suppliers, products were made by manufacturing (often standard products in large volume), marketing and sales sold products.

IBUS model changes this paradigm. Its overall objective is to develop and demonstrate an innovative integrated business model for the sustainable supply and manufacture of safe traditional toys and nursery furniture. The model is demand driven, whereby products are customised and designed online by consumers or home-based designers, manufactured locally and sustainably to order, and meet product safety guidelines.

IBUS model is based on information on the cloud and supported by two recent disruptive technologies; digital information at Internet and 3D printing technologies. This will be supported by embedded services such as an eCommerce Platform for the demand-driven supply of customised products, a Market Opportunity Module, and an integrated real time demand and supply planner with real time negotiation. In order to ensure that final products met all their safety requirements a post design validation step will be completed.

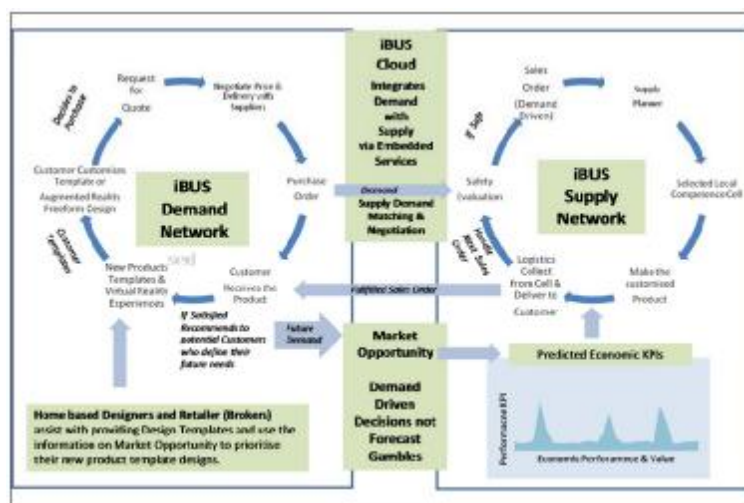


Figure 1 Non-linear supply chain model for demand-driven safe and affordable customised products

This new iBUS model aims the capture, creation and delivery of equitable value for all stakeholders enhancing collaboration and trust within the demand and supply networks. Therefore, consumers become designers, designing, customising and placing orders for their own products online in the iBUS cloud. It will provide children of all ages and sex (supported by adults, if needed) to have full fun online experience while developing their creativity and achieving a product that fulfils 100% their expectations. It will be also accessible to home-based or small business users, promoting social inclusion, deploying locally available skills.

Retailers become virtual business by hosting in-store design workshops whereby potential designers can experiment online with 3D tools and print the product in-store, thus allowing augment retail sales with internet sales channels.

Manufacturers become able to be adapted to the demand trends by providing small series productions while having a significant opportunity to increase toy and furniture sales through e-tailing.

Suppliers will have visibility of, and make decisions based on, end-customer demand.



Figure 2 Iconography of the iBUS Project

Project News and Activities

If this newsletter is of your interest, do not hesitate to join our Special Interest Group. Please, subscribe at: h2020ibus.eu and follow us through the iBUS social media [Twitter @DesignIBUS](#); [Facebook](#) and [LinkedIn](#). We will issue the next one in December 2016.

iBUS in the press

In this section, you will have access to a series of press links on the dissemination actions carried out by iBUS project:

- http://www.irishtimes.com/sponsored/horizon-2020/turning-tech-breakthroughs-into-commercial-opportunities-1.2684396#.V2FnHkHqi_Q.linkedin (EN)
- <http://www.eppm.com/industry-news/play-it-safe-eu-supports-standardised-3d-printed-toy-platfor/> (EN)
- <http://www.pr.com/press-release/668088> (EN)
- <http://www.diarioinformacion.com/sociedad/2016/04/07/plataforma-online-permite-crear-juguetes/1747344.html> (ES)
- http://www.key4communications.com/es/toys/noticias/juguetos-ofrecera-a-sus-clientes-la-posibilidad-de-disenar-su-propio-juguete_5589.html (ES)
- <http://www.aefj.es/blog/educa-borras-y-fabrica-de-juguetes-se-suman-a-ibus-creacion-de-juguetes-personalizados> (ES)

IBUS @ Industrial Technologies 2016 Conference

The Industrial Technologies conference, the largest networking conference in the field of new production technologies, materials, nanotechnology, biotechnology and digitalisation in Europe, took place in Amsterdam on 22-24 June 2016. The iBUS project actively participated in the conference with both a presentation to open to all attendees and a poster.



Dissemination events attended by iBUS

Partner/s	Event	Activity Type	Audience Size
UL – AIJU	Industrial Technologies	Poster Presentation	100
LeFabShop	Design for the Real World	Conference: SPACE 10 Ikea Hacking	70
LeFabShop	Les Napoleons, Innovation Summit	Discussion: making in the digital age	90

LeFabShop	Babel Expo Generation Y		
LeFabShop	Maker Fair – Saint Malo	Exhibition	8.000
LeFabShop	WAQ – Presentation to French delegates	Conference: 3D printing reinvent toy design	100
LeFabShop	Inside 3D printing	Conference: How 3D printing will affect the toy industry	40
LeFabShop	Industry, Barcelona	Conference: The Rise of the Designer Maker	400
UPB	ECR life	Exhibition	80
UPB	VDMA AG AM	Exhibition	120
UPB	Inside 3D printing	Presentation: Product optimisation with and for additive manufacturing	150
UPB	Inside 3D printing	Presentation: Production Integrated Marking for Traceability of AM parts	150
AIJU	REDIT Infoday	Presentation: Success cases; iBUS – an integrated business model for customer driven custom product supply chain	25
AIJU	BIEHM	Presentation: Development of innovative material formulations for additive manufacturing	100

Upcoming Events

[Euromold 2016](#)

Date: 25th – 27th October 2016

Venue: Munich (Ge)

[FromNext2016](#)

Date: 15th – 18th November 2016

Venue: Lyon (FR)

[Prototyping 2016](#)

Date: 9th – 10th November 2016

Venue: Kortrijk (Belgium)

[ICAT 2016 - 6th International Conference on Additive Technologies](#)

Date: 29th – 30th November 2016

Venue: Nuremberg (DE)

Co-ordinators message

This last year has been very exciting with the starting of development of the iBUS project, which has become a genuine interesting challenge. We have learned a lot on toys matters. Concepts such as customisation possibilities, the hardness such an industry faces in its daily management, the high safety requirement toys need to fit, etc.

From the beginning, our aim has been to provide equitable value sharing amongst all stakeholders. This is an aim we keep in mind, as we want iBUS project to truly boost competitiveness of European organisations of such a hard dealing sector. Accordingly, we would make a call to every organisation involved within the supply chain to subscribe to our supply chain in order to fulfil our target members.

Last month the iBUS general assembly was held. It was inspiring for us the way in which the consortium feels comfortable together and the actual involvement they have with the iBUS project. Thanks a lot to all the consortium and especially the European Commission for providing us this opportunity.