

CASE STUDY

Speedrack 3D Visualization

**Transforming Industrial Marketing
Through Advanced Visualization**

STORAGE
SOLUTIONS
FOR A
STRONGER
TOMORROW

Speedrack
Where Quality and Innovation Stack Up.

THE MARKETING CHALLENGE

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Real installations were difficult to photograph.

Speedrack needed realistic visuals to showcase its complex warehouse racking systems, but customer sites often could not be photographed because of operational and privacy constraints.



01

Customer Restrictions

Customer facilities often restricted photography because of operational and privacy requirements.

02

Complex Configurations

Different racking systems and installation configurations were difficult to represent consistently through traditional photography.

03

Marketing Flexibility

Marketing teams needed multiple views, configurations, and color variations without repeatedly staging or photographing physical installations.

The result: a need for realistic, flexible visual assets without relying on traditional installation photography.

RIVERSTONE'S STRATEGIC APPROACH

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A flexible 3D workflow built around Speedrack's needs.

Riverstone combined material-handling expertise with multiple modeling approaches, allowing the team to move forward even when complete 3D files were not immediately available.

MULTIPLE MODELING ROUTES

01

STEP Files

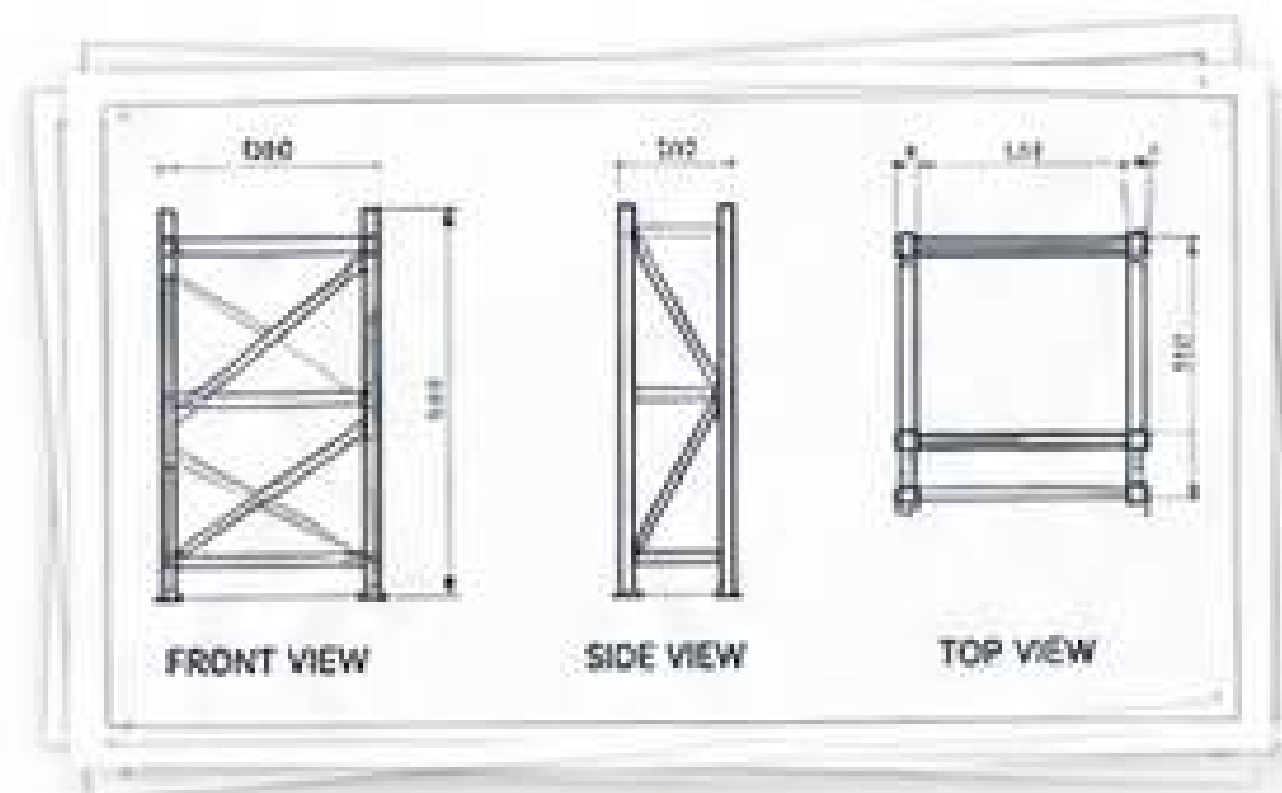
Work directly with existing STEP files from Speedrack's CAD systems.



02

2D Technical Drawings

Create accurate 3D models from 2D technical drawings when 3D file preparation was limited.



03

CET Models

Use existing CET 3D models for rapid proof-of-concept development.



PHOTOREALISTIC MARKETING VISUALS

IMPLEMENTATION STRATEGY

01

Sample Demonstration

Created a compelling proof-of-concept using available CET models to establish visualization quality and overcome initial skepticism.



02

Actual Product Implementation

Progressively transitioned to precise STEP files as Speedrack completed internal 3D file preparation.



03

Continuous Refinement

Incorporated technical and visual feedback throughout the project to maintain accuracy.

From technical data
to powerful marketing visuals.

TECHNICAL IMPLEMENTATION

From technical files to photorealistic marketing assets.

Riverstone translated complex technical information into accurate 3D models and high-quality visualizations while maintaining the functionality and proportions of the original products.

01

TECHNICAL SOURCE

STEP / CAD DATA



02

DETAILED 3D MODEL

ACCURATE PRODUCT REPRESENTATION



03

PHOTOREALISTIC MARKETING ASSET

4K VISUALIZATION

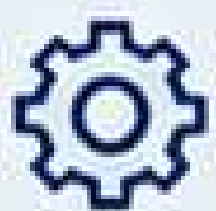


DETAIL

Small technical details were incorporated to strengthen realism and maintain product credibility.



TECHNICAL ACCURACY



Product Geometry

Accurate interpretation of technical source files.



Installation Details

Correct representation of racking components and configurations.



Visual Refinement

Iterative updates based on client feedback.

TECHNICAL EXCELLENCE & DELIVERABLES

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High-quality visuals built for real marketing needs.

The project delivered photorealistic 4K renders, multiple viewing angles, flexible color options, and short-form animations designed for practical marketing use.

01 Drive In / Drive Through



02 Pallet Flow



03 Pushback



04 Cantilever



4K RENDERS

3840 × 2160
photorealistic
visualizations.



MULTIPLE PERSPECTIVES

3–4 viewing angles
per product.



COLOR FLEXIBILITY

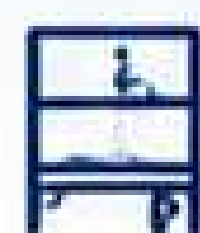
Customer-preferred
colors and brand-
specific color schemes.



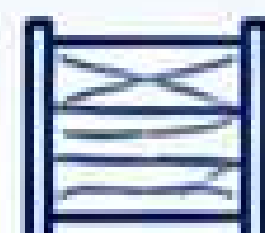
MARKETING ANIMATIONS

Professional 30–60 second
animations optimized
for marketing use.

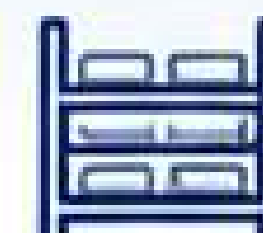
PRODUCT COVERAGE



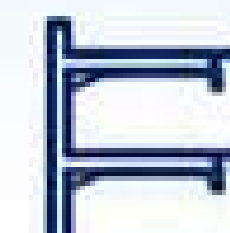
Drive In /
Drive Through



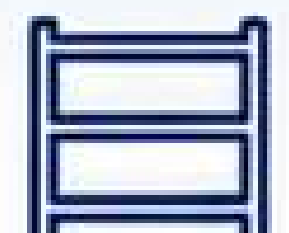
Pallet Flow



Pushback



Cantilever



Structural
Storage

OVERCOMING SKEPTICISM

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The proof was in the visual quality.

Speedrack initially questioned whether 3D renders could truly outperform traditional product photography. Riverstone responded by creating a compelling proof-of-concept using available CET models.

PROOF OF CONCEPT



REALISTIC CONNECTION DETAILS

Bolts, nuts and structural connections were incorporated to strengthen realism.



PRODUCT ACCURACY

Industrial product information and technical references informed the visualization.



MARKETING-READY PRESENTATION

The final scene was designed to communicate the product clearly in a polished marketing environment.

INITIAL REACTION

“I’m still skeptical that the renders are even better than product photos. I’d love to have you prove me wrong.”

Speedrack Marketing Team

FROM SKEPTICISM TO ENTHUSIASM

The initial skepticism evolved into enthusiastic feedback as the visual quality and marketing value of the animations became clear.

“really, really cool”

“really neat”

ANIMATION FEEDBACK



The 30–60 second format was also validated as “probably the perfect length” for marketing applications.

MARKETING IMPACT & BUSINESS RESULTS

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Turning a photography limitation into a marketing advantage.

The project gave Speedrack a flexible library of professional visual assets that could be adapted, reused, and produced without the limitations of traditional installation photography.

A MORE FLEXIBLE WAY
TO SHOWCASE
POSSIBILITIES



SAME
PRODUCTS.
MORE
PERSPECTIVES.
GREATER
POSSIBILITIES.

01

FLEXIBILITY

Generate color variations and visual configurations without physically restaging installations.



02

SPEED

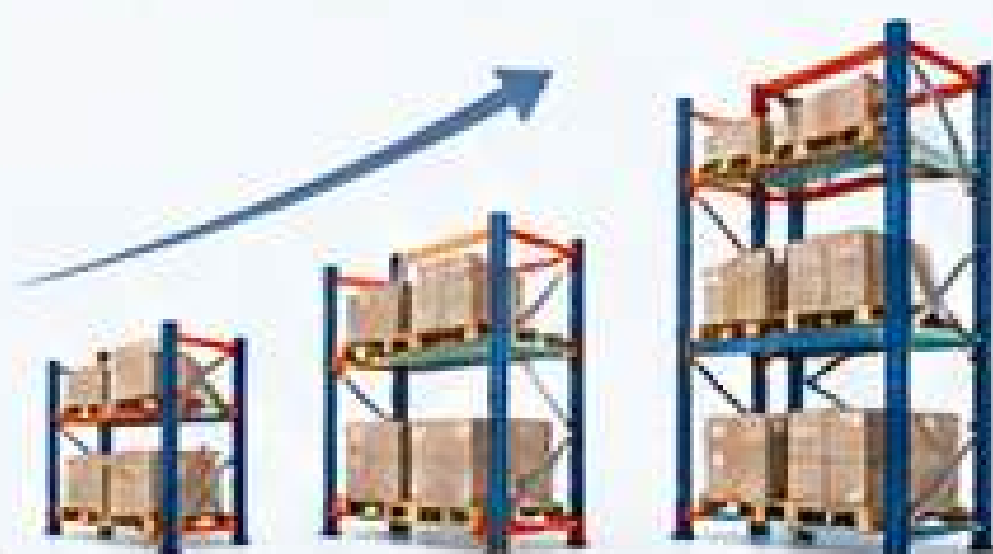
Produce marketing materials rapidly for campaigns, presentations, and sales activities.



03

SCALABILITY

Reuse 3D assets for future product launches, modifications, and new marketing requirements.



04

CONSISTENCY

Maintain a uniform visual quality across the product portfolio and marketing materials.



ENHANCED MARKETING CAPABILITIES



Professional product imagery without relying on customer-site photography



Flexible visual assets for different marketing requirements



Reusable 3D content that supports future campaigns and product updates

STRONGER INDUSTRIAL POSITIONING



Advanced visualization capabilities strengthened Speedrack's ability to present complex warehouse solutions professionally in a growing warehouse automation and industrial digitalization environment.

VISUAL
SOLUTIONS
FOR REAL
BUSINESS
GROWTH

TECHNICAL IMPLEMENTATION SUCCESS

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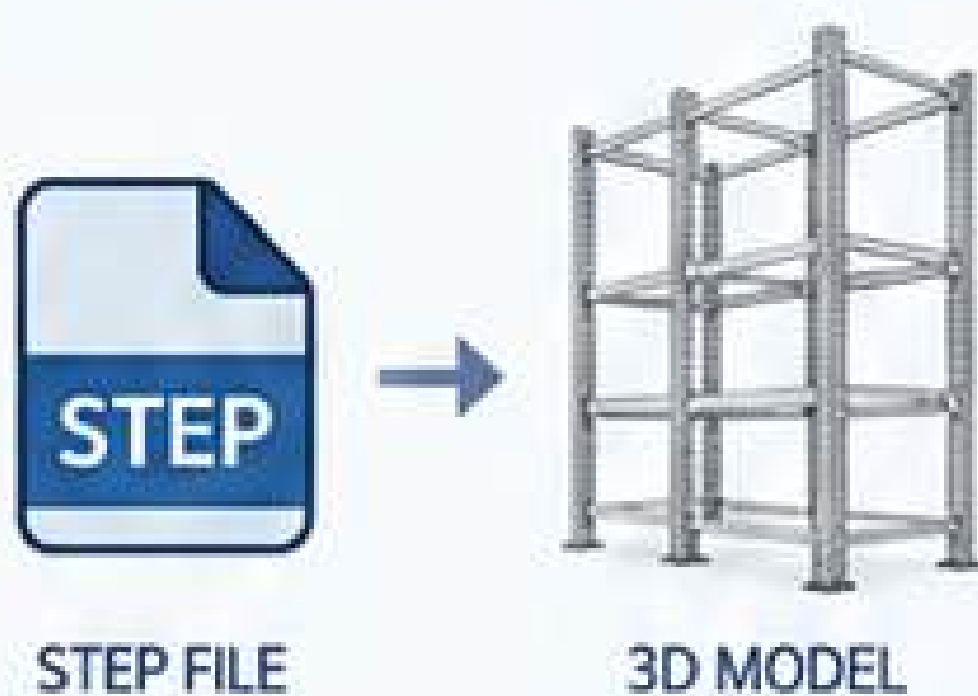
Accuracy required more than good-looking renders.

Riverstone managed evolving technical inputs, incorporated detailed client feedback, and applied material-handling expertise to ensure the final visuals accurately represented Speedrack's products and installations.

01

FILE MANAGEMENT Progressive STEP File Processing

Complex STEP files were processed as Speedrack completed and delivered its internal 3D file preparation.



02

TECHNICAL REFINEMENT Detailed Product Corrections

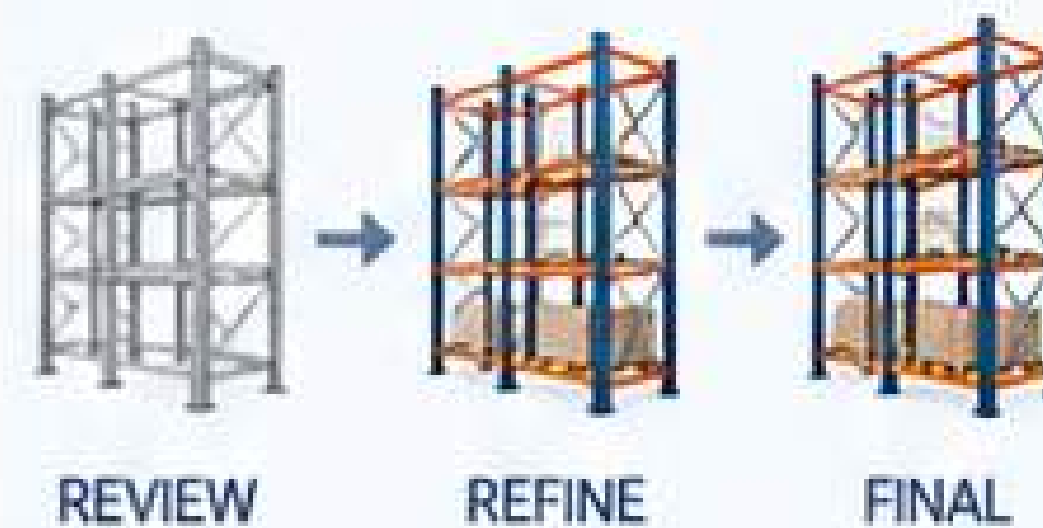
Client feedback was incorporated to correct lane configurations, pallet orientations, and floor stacking representations.



03

QUALITY CONTROL Iterative Accuracy

Visuals were refined continuously to ensure the final deliverables met exact product and installation specifications.



04

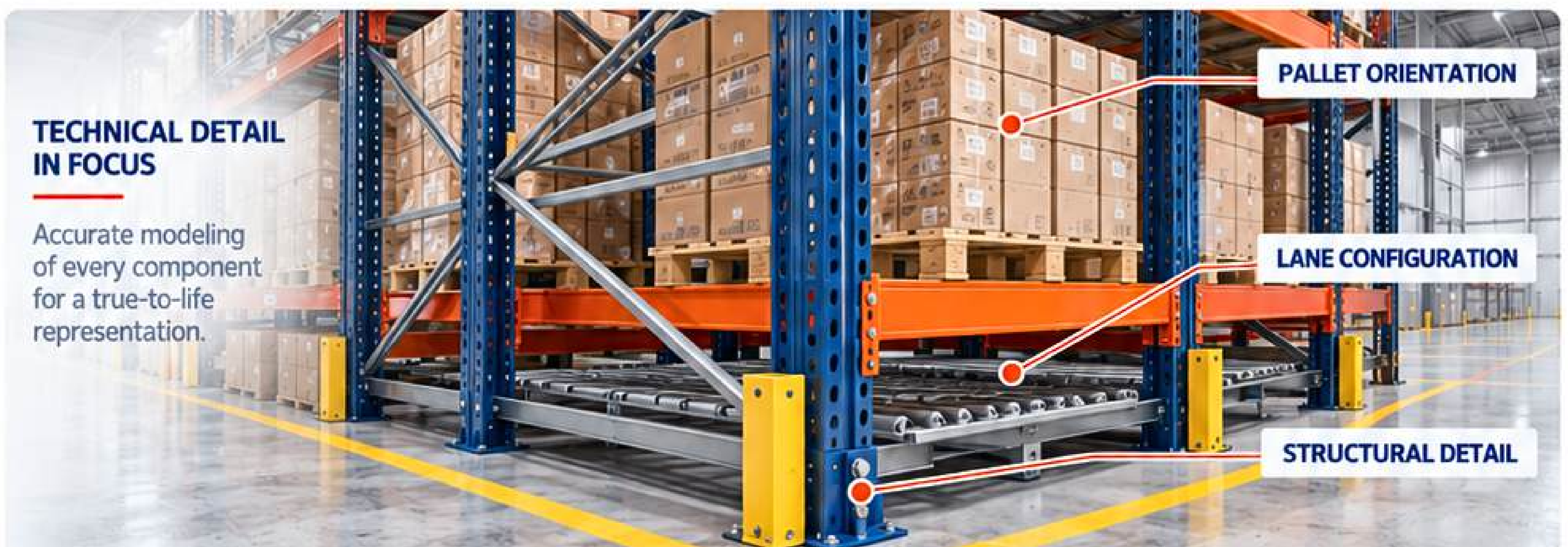
KNOWLEDGE TRANSFER Material-Handling Expertise

Riverstone's material-handling knowledge enabled accurate interpretation of product functionality and installation requirements.



TECHNICAL DETAIL IN FOCUS

Accurate modeling of every component for a true-to-life representation.



THE RESULT

Technical complexity was managed without compromising visual quality, allowing Speedrack's marketing assets to remain both visually compelling and technically credible.

SAME
PRODUCTS.
BIGGER
POSSIBILITIES.

From a photography challenge to a scalable visual solution.

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Riverstone transformed Speedrack's installation photography limitations into a flexible 3D visualization workflow that could support multiple products, configurations, colors, perspectives, and marketing applications.

01 BEFORE

CUSTOMER-SITE PHOTOGRAPHY LIMITATIONS

- Customer facilities often restricted photography.
- Complex installations were difficult to photograph repeatedly.
- Different configurations and color variations required additional setups.



02 SOLUTION

3D VISUALIZATION WORKFLOW

- STEP files
- 2D technical drawings
- CET 3D models
- Technical refinement
- Client feedback and iteration



03 AFTER

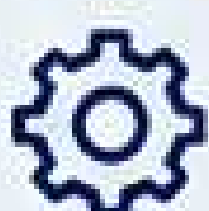
FLEXIBLE MARKETING ASSETS

- Multiple product perspectives
- Flexible color variations
- Photorealistic 4K renders
- 30-60 second animations
- Reusable visual assets
- Consistent presentation across products



A traditional photography limitation became a flexible digital visualization capability.

BUSINESS VALUE



FLEXIBILITY

Adapt visuals without physically restaging installations.



SPEED

Produce marketing-ready assets efficiently.



SCALABILITY

Reuse 3D assets for future requirements.



CONSISTENCY

Maintain a professional visual standard across the portfolio.

Transforming Industrial Complexity into Marketing-Ready Visuals.

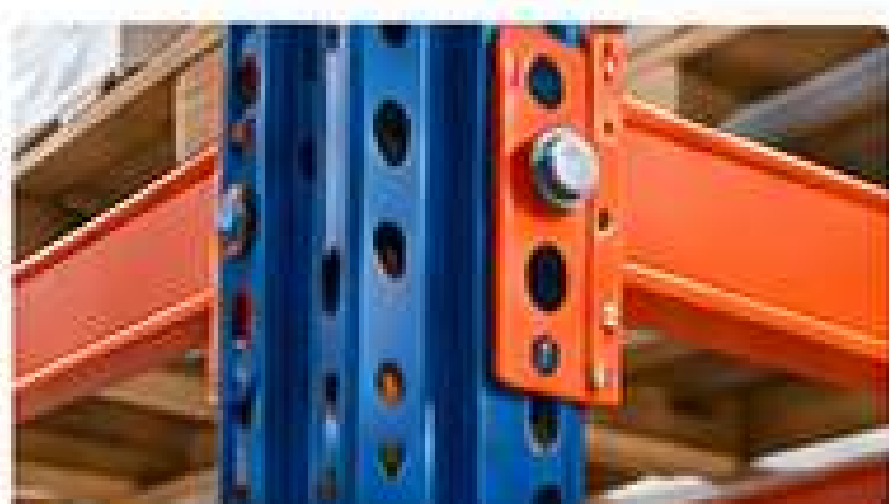
The Speedrack project demonstrated how industry-specific expertise and advanced 3D visualization can overcome traditional photography limitations while creating flexible, reusable marketing assets.

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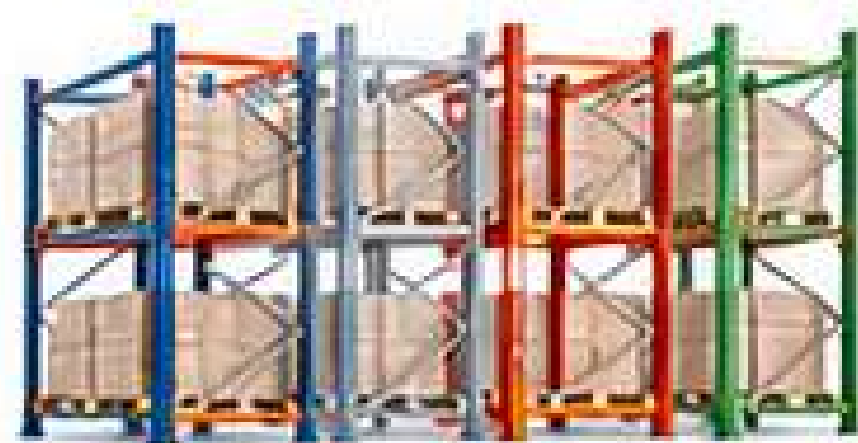
THE RESULT

Speedrack gained a flexible library of professional visual assets that could support product marketing without relying entirely on customer-site photography.



ACCURATE

Technical details and product configurations were carefully represented.



FLEXIBLE

Visuals could be adapted across perspectives, colors, and marketing requirements.



SCALABLE

3D assets could support future products, updates, and campaigns.



CONSISTENT

A unified visual standard could be maintained across the product portfolio.

Riverstone combines material-handling expertise with advanced 3D visualization to create technically credible, marketing-ready industrial content.

SAME
PRODUCTS.
MORE PERSPECTIVES.
BIGGER
OPPORTUNITIES.