



## Interview with Jeff Robinson, CEO Totally Chocolate

[www.totallychocolate.com](http://www.totallychocolate.com)

### 30,000TH TYPE3 LICENSE WINNER!

**Totally Chocolate** was launched in 1988. The company's mission is to design and produce chocolate for business purposes such as corporate gift-giving, customer appreciation, and sales promotions.

They offer a complete range of services to speed projects from the design stage, through artwork, mold-making, production, packaging and shipment.

Located in Blaine, Washington, their focus is on the North American market. They have set themselves apart thanks to the precision of engraving, which is a real asset in this field.



TypeEdit is the preferred software solution because it provides the best tools with the finest precision to drive their machines. Indeed the **CAM Module** in **TypeEdit** respects the **highest quality standards** their customers are expecting.

Totally Chocolate is currently working in **2.5D** and soon in **3D** for even more detailed appearance. The designers first create the mold's design and use TypeEdit to convert the files for machining. Then the technicians enter the parameters of the toolpaths for the milling control. Finally, they engrave the plates which will be used for the mold's creation. The company uses high speed **CNC machining of aluminium** as part of its chocolate mold design process.

Totally Chocolate bought their first license in April 2005 and the second in July 2005. They happened to be **Type3's 30,000<sup>th</sup> license purchased** and therefore won an additional license for free!

*"Since we have been using TypeEdit, we are very satisfied with the gain in productivity. We are able to produce hundreds of high quality molds per month!"*

— Jeff Robinson, CEO



*"We don't really have competitors considering the quality of design we are able to provide. With 3 TypeEdit licenses and 2 additional machines we plan to buy; we foresee a very good future for our activity!"* — Jeff Robinson, CEO