



3D Product Installation Animation for Flooring Systems

Finished Edge Technology Case Study



Project Snapshot

Client: Finished Edge Technology

Industry: Flooring Manufacturing

Service: 3D Product Animation

Deliverable: Installation Training Animation

Project Goal: Create a clear instructional resource for installers and manufacturers

“The installation videos have been a game changer for us.”

– **Charlie Iannacone**, Finished Edge Technology

Overview

We worked with Finished Edge Technology to create an instructional product video demonstrating the installation of their stair tread and nosing system. Using 3D animation, we clearly demonstrated how the system works across multiple stair configurations. The result is a concise, easy-to-follow resource for manufacturers, installers, and builders.

Client

Finished Edge Technology develops stair tread and nosing solutions designed to integrate seamlessly with vinyl flooring systems. Their products allow stair systems to visually match surrounding flooring while improving durability.



The Challenge

Finished Edge introduced an innovative stair tread and nosing system that allows stair components to be built using the same vinyl flooring materials installed throughout a home.

They needed a solution to clearly demonstrate how the components should be installed across multiple stair configurations.

Previously, they had produced live-action instruction videos to assist with installation. However, these videos were lengthy and lacked the visual clarity needed to communicate the installation process efficiently.



Finished Edge sought a solution that could:

- Clearly demonstrate each installation step
- Show the process across multiple stair configurations
- Present the information in a concise, easy-to-follow format
- Provide a professional training resource for flooring professionals

The Solution

We worked with Finished Edge to develop a series of 3D animated instructional videos, demonstrating how their system is installed.

The animation walks viewers step-by-step through assembly and installation workflow across four different stair configurations.

Working within a fully controlled 3D environment allowed us to:

- Clearly illustrate how the stair tread and nosing system functions
- Simplify complex installation steps that are difficult to capture on camera
- Demonstrate installation procedures across multiple stair configurations
- Highlight critical details and components during key steps
- Present the installation process in a visually engaging format that keeps viewer attention



Applying adhesive before tread installation.



Cross-section of stair nosing system.



Measuring stair tread placement.

Project Outcome

The finished animation provided Finished Edge Technology with a clear and professional instructional resource for explaining their stair tread and nosing system.

The instructional videos can now be used by:

- Vinyl flooring manufacturers who license the Finished Edge technology
- Builders and installers learning the proper installation process
- Sales and marketing teams demonstrating how the system works



The animation helps viewers quickly understand how the system is installed while providing Finished Edge with a reliable training resource for manufacturers, distributors, and installers.



****Note:** This video will likely be an embedded video on the web page. So it's final look may be different.

Client Testimonial

“The installation videos produced by Abbott Animation have been a game changer for us.

We frequently receive compliments on their professionalism, and they have allowed us to train installers quickly by simply sharing the videos. Additionally, the marketing videos helps consumers clearly understand our services and their benefits.

Abbott Animation has provided a significant return on investment for our business, and I highly recommend them for their skill and efficiency.”

– **Charlie Iannacone**, Finished Edge Technology

Conclusion

Installation procedures for construction products often involve multiple components, angles, and formats - which can be difficult to explain and visualize.

3D animation allows these product installation processes to be represented effectively by:

- Isolating key components
- Highlighting installation steps
- Showing cutaway or internal views when needed
- Presenting the process from the most effective camera angles

For Finished Edge Technology, animation provided a clean and controlled way to communicate the installation process while maintaining clarity and efficiency for the viewer.

Interested in Visualizing Your Product or Process?

Abbott Animation helps companies explain complex systems, products, and processes through clear and engaging animation.

If you're exploring ways to demonstrate how a product works or train customers on installation procedures, **contact us to discuss your project.**