

## CASE STUDY: The SuperShooter2



### FAST FACTS

The SuperShooter2 is the new standard for hockey shot training. Born in the state of Minnesota, refined, tested, and proven at a leading university, the SuperShooter2 is from the inventive mind of hockey fan John Erickson. The patented SuperShooter2 returns the puck to the shooter with instant shot speed/data feedback for improved shooter mechanics and VelocitySpeed® for all ages and skill levels. For more information on the SuperShooter2, visit [www.supershooter2.com](http://www.supershooter2.com).



### Background

Growing up playing hockey, Erickson spent many hours trying to better his game and devised several homemade ways of improving his hockey shot. Fast-forward to fatherhood, and John found himself once again looking for ways to improve hockey shots, but this time it was for his daughters who played high school hockey.

The SuperShooter2 is a training tool for hockey players of all levels. The patented hockey training tool is designed to receive hockey shots and electronically record the speed and how quickly the player delivered the shot. It is intended to provide the most efficient shot training and decrease players' required training time by 25%. When shooting into the SuperShooter2, a player shoots into the machine and the elliptical surface of the SuperShooter2 naturally returns the puck back to the player as his/her performance is recorded.

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### The Problem

After spending hours in his garage with sheets of plywood and other materials, Erickson devised prototypes and successfully tested them out with his daughters' teams. After applying and receiving a U.S. patent, Erickson approached his alma mater, University of Michigan's Mechanical Engineering, Computer Engineering and Exercise Science Departments to finalize the design and test it. After almost 40,000 shots on the SuperShooter2, drawings were updated and a prototype was produced. The product was greatly enhanced by the Senior Design team, but it still needed a few tweaks and a manufacturer who could produce the components of the product.

### The Solution

Erickson had worked with Packnet in the past for custom packaging needs and knew of their capabilities and customer service. He enlisted Dan Schultze at Packnet to create 3D models of the SuperShooter2 and then production drawings. Once the model was complete, Packnet used their CNC routing capabilities to produce each individual part for the SuperShooter2.

### Benefits

"Packnet has the capability of capturing an idea and taking it to the next step. I knew they would be able to bring my concepts to fruition," says Erickson. "They were able to save me a significant amount of time with precision and quality," he added. The SuperShooter2 successfully debuted at the March 2012 Hockey Expo in St. Paul, Minnesota.

"Packnet listens. They meet their customers needs in a short amount of time and in a quality manner."

-John Erickson, SuperShooter2 Inventor