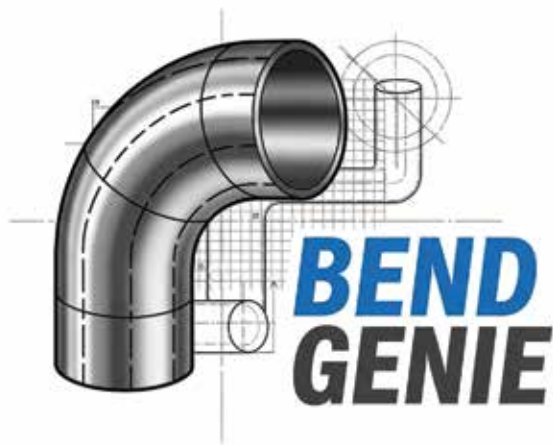




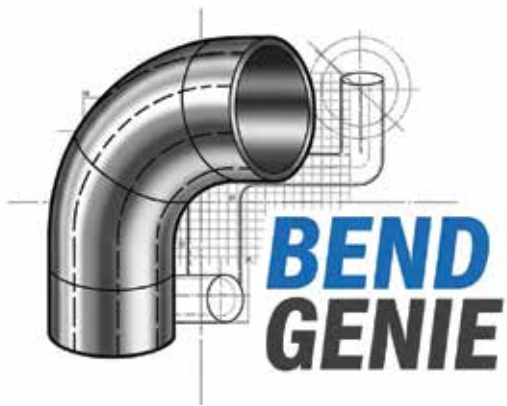
Target Market

- Fabrication shops using Ercolina and other competitive benders
- Architectural metalwork (handrails, railings, fences, furniture)
- Automotive & motorsport (exhaust, roll cages, chassis)
- Off-road & UTV (bumpers, rock sliders, nerf bars, roof racks)
- Power generation & boiler tube bending (ASME PG-16)
- Marine & boatbuilding (bow rails, bimini frames)
- HVAC, plumbing, and industrial piping
- Educational institutions teaching tube bending
- OEMs and manufacturing teams needing team collaboration



Bend Genie By Ercolina is professional layout software for pipe and tube bending. Visualize in 3D.

www.bendgenie.com



Professional Tube Bending Layout Software

Design Perfect Bends Every Time

Product Overview

Bend Genie By Ercolina is a comprehensive web-based SaaS application for designing and validating tube and pipe bending operations. Purpose-built for Ercolina rotary draw benders, section rollers, and mandrel benders, it provides professional-grade tools for fabrication shops, OEMs, and manufacturing teams.

Key Features

- **LRA Bend Sequence Editor:** Define Length, Rotation, Angle for each bend
- **3D Tube Visualization:** Real-time preview with flat layout and bend simulation
- **7+ Tube Profile Types:** Round, square, rectangular, pipe, EMT, angle iron, solid bar
- **AI-Powered PDF/Photo Import:** Automatically extract bend data from drawings
- **Voice Command Navigation:** Hands-free operation for shop floor use
- **CAD Import/Export:** Support for STEP, IGES, DXF, and YBC/CNC formats
- **Springback Calculator:** 200+ materials with US and EU standards
- **Engineering Calculators:** Difficulty indicator, mandrel recommendation, bend torque
- **Anti-Collision Detection:** Real-time 3D self-intersection and clearance analysis
- **Cycle Time Estimation:** Machine-specific per-part timing with parts/hour
- **Die Selection Tools:** Complete Ercolina die library with compatibility checking
- **Material Database:** 200+ materials with EU/US cross-reference
- **Roll Bending Genie:** 3D roller simulation, 8 profile types, spiral/coil calculator
- **Tube Notcher Genie:** CNC plasma cutter patterns with 4/5-axis rotary output
- **Handrail Designer:** ADA-compliant stair and ramp railing templates
- **Roll Cage Designer:** Vehicle cage templates (4-point through 12-point)
- **Bumper Pack Designer:** Front/rear bumpers, stingers, rock sliders, roof racks
- **Fence Picket Layout:** Picket spacing, ornamental layouts, gate sizing

- **End Treatments:** Auto-detect cope/saddle/fishmouth profiles in multi-part projects
- **Boiler Tube Calculator:** ASME PG-16 compliant with 9 SA/ASME grades
- **Material Comparison Tool:** Compare up to 4 materials side-by-side
- **Material Optimization:** Calculate optimal cutting from stock lengths
- **Remote Support Suite:** Screen sharing, WebRTC voice chat, remote control
- **Multi-Language:** English, German, Italian, Spanish, French
- **Team Collaboration:** Multi-user workspaces with cloud storage
- **Calculator:** Bend allowance, springback, D-ratio (no login needed)

Specialty Modules

All modules included with every subscription – no add-ons required

Handrail Designer

- ADA-compliant templates
- Stair angle calculator
- 32 pre-built patterns
- Wall-to-post measurements

Roll Cage Designer

- 4-point through 12-point cages
- NASCAR/SCCA/NHRA specs
- Door bar and halo options
- Gusset and tube notch integration

Bumper Pack Designer

- Front/rear bumpers
- Rock sliders and nerf bars
- Stinger and pre-runner builds
- Tire carrier mounts

Roll Bending Genie

- 3D roller sim, 8 profiles
- Spiral staircase/coil calc
- 4th roller helix mode
- Auto CLR, section modulus

Tube Notcher Module

- Saddle, miter, Y-joint, fishmouth
- DXF/SVG export for CNC plasma
- Wrap-around templates
- Kerf compensation

Fence Picket Layout

- Picket spacing calc
- Ornamental iron patterns
- Gate sizing tools
- Panel count estimates

End Treatments

- Cope/saddle auto-detect
- Fishmouth profiles
- Multi-part scan
- DXF export

Boiler Tube Calc

- ASME PG-16 compliance
- 9 SA/ASME grades
- Ovality analysis
- PWHT recommendations

Material Comparison

- Compare up to 4 materials
- EU/US cross-reference
- Side-by-side properties
- Quick apply to project

AI Photo/PDF Import

- OpenAI Vision extraction
- Multi-part detection
- Auto LRA conversion
- One-click apply

Material Optimizer

- Optimal stock cutting
- Multi-part nesting
- Waste minimization
- Cost calculation



Bend Genie vs The Competition

The Complete Feature and Pricing Comparison

WINNER: Bend Genie

More features, lower cost, works everywhere – including Mac, tablet, and mobile.

Feature-by-Feature Comparison

Yes = Included **No = Not Available** **\$ = Additional Cost**

Platform & Accessibility

Feature	Bend Genie	Competitors
Web Browser Access	Yes – Any browser	No
Roll Bending Module	Yes	Yes
Tube Notcher/Coper	Yes – Native support	No
Roll Cage Templates	Yes – Full functionality	No
Anti-Collision Detection	Yes – View & review	No
Cycle Time Destination	No – None needed	Yes – Windows only
Remote Support Suite	Yes – PWA support	Yes – Desktop only

Core Design Features

Feature	Bend Genie	Competitors
LRA Bend Editor	Yes	Yes
3D Visualization	Yes – Real-time	Yes
Flat Layout View	Yes	Yes
Tube Profile Types	7+ (round, sq, rect. etc.)	Round only
Anti-Collision Detection	Yes – Real-time 3D	No
Cycle Time Estimation	Yes – Machine-aware	No
Springback Calc	Yes – 200+ materials	Yes – Limited
Die Selection Tools	Yes – Ercolina library	Yes – Manual entry
AI PDF/Photo Import	Yes – Auto extraction	No
Voice Commands	Yes – Hands-free	No
Engineering Calcs	Difficulty, mandrel, torque	No
Remote Support Suite	Yes – Full suite	No
CNC Export (YBC)	Yes	Yes
Multi-Language	Yes – 5 languages	English only

Specialty Modules

Module	Bend Genie	Competitors
Roll Bending Designer	INCLUDED	+\$149 add-on
Tube Notcher/Coper	INCLUDED	+\$149 add-on
Plasma Cutter Export	Yes – DXF/SVG	Yes – with add-on
Roll Cage Templates	INCLUDED (4-12pt)	+\$99 add-on
Bumper Pack Designer	INCLUDED	No
Handrail Designer (ADA)	INCLUDED	+\$99 add-on
Material Optimizer	INCLUDED	No
Fence Picket Layout	INCLUDED	No
Boiler Tube Calc (ASME)	INCLUDED	No
Material Comparison	INCLUDED (4 side-by-side)	No
End Treatment Auto-Detect	INCLUDED	No
Free Online Calculator	Yes – No login	No

Feature	Bend Genie	Competitors
Ercolina Die Library	Yes – 200+ dies built-in	No – Manual entry
Live Die Pricing	Yes – Real-time quotes	No
Multi-User Access	Yes – Team workspaces	No – single user
Live Screen Sharing	Yes – Browser-native	No
WebRTC Voice Chat	Yes – P2P audio	No
Remote Control	Yes – Click/type on screen	No
Live Cursor Tracking	Yes – Real-time pointer	No
Cloud Project Storage	Yes – Unlimited	No – Local only

The Bottom Line

Bend Genie delivers cloud access, AI-powered import, anti-collision detection, cycle time estimation, full remote support suite, Ercolina integration, team collaboration, and all specialty modules included. All for less than half the price of competitors.

Pricing Plans

Plan	Price	Features
Free Trial	30 Days Free	Full access to all features
Annual	\$199/year	All features, cloud storage, updates
Lifetime	\$499 one-time	Perpetual license, all features, updates
Team (3+ users)	\$149/seat/year	Volume pricing, centralized billing
Ercolina Resellers	FREE	Free to all certified Ercolina resellers
Educational	FREE	Free for schools & training programs

Competitive Comparison

Feature	Bend Genie	Others
Web-Based (No Install)	Yes	No
Mac / iPad / Phone	Yes	No
Voice Commands	Yes	No
7+ Tube Profiles	Yes	Varies
200+ Material DB	Yes	Varies
All Modules Included	Yes	No
Anti-Collision	Yes	No
Ercolina Integration	Yes	No
Multi-User Teams	Yes	No
Remote Support	Yes	No
Annual Price	\$199/yr	\$300+
Lifetime Price	\$499	\$500+

YOUR SAVINGS: \$500+ with Annual Plan

Or pay \$499 once for lifetime access – save over \$500 vs competitors with add-on modules

Why Shops Choose Bend Genie

1. Work From Anywhere

Access your designs from the office, shop floor, or job site. No more being tied to one Windows PC.

2. Built for Ercolina

Pre-loaded with the complete Ercolina die library. Select your machine, get compatible dies instantly. Order with one click.

3. Team Ready

Engineers design, operators review, managers approve - all in one shared workspace with version history.

4. Always Current

New features and improvements are added continuously. You always have the latest version, no re-purchasing required.

“The Ercolina die library alone saves us hours every week, and being able to access our designs on the shop floor iPad has been a game-changer. The remote support with screen sharing is incredible for troubleshooting.”

- Metal Fabrication Shop Owner, Texas

Start Your Free 30-Day Trial

No credit card required. Full access to all features.

www.bendgenie.com

Import & Export Capabilities

Format	Import	Export	Use Case
DXF	Yes	Yes	CAD drawings, flat layouts, notch patterns
STEP (.stp)	Yes	Yes	3D CAD models, tube geometry
IGES (.igs)	Yes	Yes	3D CAD interchange format
PDF	Yes	Yes	Engineering drawings, job reports
YBC	–	Yes	CNC tube bender machine code
Ercolina CSV	–	Yes	Ercolina CNC format
ECP	–	Yes	Ercolina control panel format
LRA CSV	–	Yes	Generic bend sequence data
SVG	–	Yes	Printable wrap templates
JSON	Yes	Yes	Project files, API integration

Team Collaboration Features

- **Multi-User Workspaces:** Share projects with your team. Everyone works from the same source of truth.
- **Role-Based Access:** Owner, Admin, and Member roles with appropriate permissions for each.
- **Cloud Storage:** All projects saved automatically. Access from any device, anywhere.
- **Remote Support Suite:** Live screen sharing, WebRTC voice chat, remote control, and cursor tracking.
- **AI Design Suggestions:** AI-powered bend analysis, parameter optimization, and inline Q&A for your designs.
- **Free Online Calculator:** Public bend allowance calculator – generates leads without requiring login.

Built for Ercolina

Bend Genie is purpose-built for Ercolina tube benders, section rollers, and mandrel benders. The complete Ercolina die library is built-in with accurate CLR, capacity, and compatibility data. Export directly to CNC formats (ECP, CSV).