



CHREZO

MODÉLISME FERROVIAIRE

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CHREZO CELEBRATES THE CENTENARY OF USA 1918 RAILWAY CARS!

Dear customers,

Since May 2015, CHREZO offers you SNCF liveries of German or UIC standardized wagons, in partnership with the best manufacturers at the gauge Zero.

In 2018, we want to move ahead with an ambitious project: the famous USA WW1 railway car model, whose launch should coincide with the centenary of their commissioning: the first car built in La Rochelle by the 35th Engineer Regiment soldiers was finished March 3, 1918!

You will find below all the details of this crowd funding campaign. Enjoy your reading !



WHY USA 1918 WAGONS?

Designed in 1917 to meet the logistical needs of the American Expeditionary Force (AEF) and mainly assembled in La Rochelle, these 38,000 cars were bought in 1919 by the french Ministry of « travaux publics » to be dispatched to the private Railway companies. Their unforgettable silhouette, still visible in the SNCF yards in the 80s, inspired all manufacturers of miniature trains and they belong to our collective memory.

Many craftsmen have produced or are still offering brass kits and models at 1 / 43.5 scale, intended to satisfy the most demanding. After two years of activity, we believe that a "industrial" version can have its place in the very narrow market of French gauge 0, if American and German liveries are offered simultaneously. Depending on the type of wagon, Belgian, Luxembourg and Polish versions are possible too.

WHAT SCALE?

We have chosen to design these cars in 1/45 scale. Why ?

- To distinguish ourselves from the artisanal brass productions, kit or built sold.
- To remain consistent with the 11 references that CHREZO has already proposed to you, as well as the 8 new ones to come in 2017
- To interest other amateurs than the French 0-scale fans, especially in Germany (1/45) and in the USA (1/48). Having not experienced this type of wagons on its country, the British market is unfortunately not concerned.

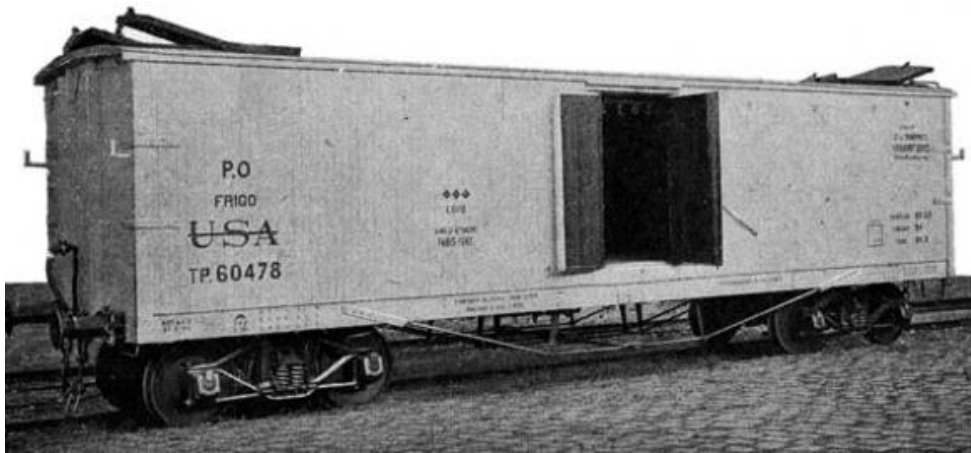
WHAT FEATURES?

Our aim is to offer you a model compliant with the last industrial manufacturing standards, in line with BRAWA, LENZ or SCHNELLENKAMP products. As you read these lines, the main subcontractors are identified, as we try to offer you an 80% French manufacturing. The drawings are in progress and we hope to be able to present some advances during TRAINSMANIA show at the end of April in Lille (to be confirmed). The model will have the following features:

- Model delivered painted and decorated, ready to roll
- Injected zamak chassis for ballasting and rigidity, guarantees of a good bearing
- Choice of couplings: screw, Lenz and Kadee interface
- Injected, painted and lettered plastic shell
- Sprung buffers
- Specific arch bar trucks (sprung suspension to be confirmed)
- Fine Scale metallic axles, compliant to NEM 310
- Added on details: cylinder and brake rods, handrails, lights supports ...

WHAT KIND OF RAILWAY CAR?

The first model to be launched is the reefer box car, in its genuine condition, as it existed at the SNCF until the 1950s. Designed for the frozen meat transport, it symbolizes by itself the modernity of the US Army implemented technologies at that time.



Above, genuine livery, around 1920. Below, around 1950



WHY CROWDFUNDING?

CHREZO has now 350 identified clients and we estimate that about 600 people are active zero fans in France. This is unfortunately not enough to launch a traditional manufacturing in Asia where one thousand pieces is at least the necessary quantity, or to expect the bank support for a project which total investment raises to 80000 €.

The project is in line with the crowdfunding values:

- Ethical and social dimension by production relocation in France and the use of disabled workers for some operations
- Taking environmental aspects into consideration by reducing the transport impact and by using recycled materials for packaging
- Historical and heritage aspects.

In spite of its cost and its innovative nature, which may confuse some modellers, "crowd funding" has a major advantage in terms of transparency vis-à-vis contributors.

How it works ?

The launch of the campaign is supported by Ulule website. It will last 90 days and the target has been set at 53700 euro, which will complete our own invests. In crowdfunding, the principle is to offer counterparties to each contributor and it seemed complicated to define an attractive scale of counterparts for contributions less than the car price, and discount is not allowed on Ulule. We therefore preferred the system of a contribution equal an order therefore equals a model, the goal being thus to collect this amount by the set of 300 orders in the amount of 179 € (including shipping).

The campaign is supported by an extensive communication campaign in French and foreign railway modeling magazines and websites, as well as other hobbies (militaria, history buffs, figurines and miniature vehicles collectors...) in order to interest more people than French gauge zero fans only.

Contributions are recorded in real time: checks or payments are cashed at the time they are made by the contributor and their number is visible to everyone on the Ulule website. It will thus be possible for everyone to measure the enthusiasm (or not!) aroused by the project and to make an informed decision ...

What happens after 3 months campaigning?

The scenario is very binary:

- the number of 300 orders is reached, CHREZO receives the contributions amount, that become orders, the project is financed, and proceeds in its production step.
- either the amount collected is below the target, all the contributors are fully payed back, and there is no more project! It's simple...

Why is it better contributing to crowdfunding than waiting for the model to be released?

If the subscriptions number is not reached, the model does not come out, so the waiting time may be long ...

Conversely, if the product is launched, the retail price including tax will be increased by 20% compared to contributors price. Finally, a gift is in project to thank the first 300 contributors.

What happens if the number of 300 orders is exceeded?

Dreaming is not forbidden! The surplus contributors will receive their model at the same price as the top 300, and the additional contributions will make it possible to launch the next railway car type faster.

HOW TO PARTICIPATE AND FOLLOW THE PROJECT?



On Ulule, you can measure the participation rate, discover model versions, send messages and of course contribute: <https://en.ulule.com/wagons-centenaire/> (english site)

<https://de.ulule.com/wagons-centenaire/> (deutsche Seite)



On the Chrezo's Facebook page , <https://www.facebook.com/Chrezo-511705379004440/> you will follow the project in progress, ask questions and give your opinion.

SO ... READY TO ENROLL?

NEXT SHOWS and EXHIBITION: CHREZO will be at TRAINSMANIA in Lille on the 28th, 29th and 30th of April.
<Http://www.trainsmania.com>

Do not hesitate to visit the eBay store <http://stores.ebay.fr/Du-zero-a-finfini>

I remain of course listening to you with regard to particular requests, the relevance of the prices, the choice of models and any suggestion to advance our common passion! See you soon...

Joël RASSCHAERT