



Technology
case studies

Videotek

Product line upgrade



We were invited to Videotek to evaluate their product line to discover opportunities for both aesthetic and cost saving solutions. We selected one product from their extensive line of waveform monitors and created a series of concept examples for possible options. Customers and employees had the chance to voice their views and help select the new direction. Following a unanimous approval for one of our ideas we carried the style and color palette across their rack mounted, portable and editing suite device product line. Additionally, upgrades affected the logo, trade show booth and advertising components of their corporate brand. Videotek was one of our favored clients for their appreciation of design and their unwavering commitment to executing it diligently throughout their organization.



Contributions

Industrial Design

Covers design and engineering

Assembly strategy including testing

Product graphics and labeling

Manufacturing sourcing and production liaison



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Challenge: Build a manufacturable, hand-held testing device working from an inventor's machined aluminum prototype.

Solution: Injection molded covers in a slim profile package with internal components pushed to their maximum in a compact assembly.

Test and measurement device for signal quality in the broadcast industry.

Starting from a machined aluminum housing, form studies were created to explore feel and style. We compressed the assembly to achieve an overall slim profile.

The covers were designed for injection molding using ABS. Snap fit features were detailed within the shells to aid in the assembly of components.

Contributions

- Industrial Design
- Covers design and engineering
- Assembly strategy including testing
- Product graphics and labeling
- Manufacturing sourcing and production liaison



Harsco/Taylor Wharton

Cryogenic Product line



Taylor Wharton invited us to join them in their overhaul of their successful cryogenic product line. They were looking for an aesthetic upgrade to an extensive series of shapes and sizes. We first evaluated the variations and offerings in their product line and researched the engineering, processes and materials being used. A careful analysis revealed there were many similarities in volume containers across lines that could be streamlined to reduce overall builds by approximately 23%.

Additionally, the manufacturing stations were analyzed and re-configured with new fixtures that reduced process steps as well by up to 20%.

We also upgraded the product identification labels in style and size. This made it easier for users to recognize products and enhance brand visibility.



Contributions

Industrial Design
CAE CAD
DFA DFM
Manufacturing Engineering

Windsor Barrel

Recycling Receptacles

Challenge: Interest in updating current line of recycling containers. Possibly improve the assembly strategy to save cost and expand their brand.

Solution: New shapes, streamlined assembly and improved ergonomics.



Partial existing product line options.

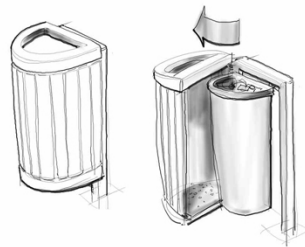
Recycling receptacles made from recycled plastics. Evaluated current product line options and assembly procedures by interviewing employees and reviewing customer data. Found opportunities to create a more cohesive product line and save assembly time. Created a swing out frame feature for the D series to facilitate refuse collection for haulers.

Contributions

Industrial Design
CAE CAD
DFA DFM

New range of shapes, features and construction strategy. Slats were trapped within the housing rings.

All versions not shown



Southco

Detent Hinge

The Southco Corporation asked us to help them upgrade the appearance of a few of their products. The first item was their Detent Hinge for industrial and Marine applications. The product had been undergoing some testing and the engineering was complete. The appearance challenge was an industrial design exercise at its purest. The mount hardware is concealed on this product with snap on covers.

Contributions

Industrial Design

- *Idea Bronze Award*
- *Japanese Good Design Award*



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