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0041 (0)44 440 58 99



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Breitensteinstrasse 88, 8037 Zürich



PRODUKT DESIGN  
ZÜRICH

# CORE VALUES



## **SPECTRUM**

In our 3 key areas IDENTITY, DEVELOPMENT and REALISATION we are able to draw on a complete range of services with all the skills required for successful product development and market launch.



## **QUALITY**

Close collaboration between graphic designers, product designers and engineers enables us to guarantee a level of quality that remains constant throughout the entire process. Both the creative side and the technical side are included simultaneously in this process.



## **SYNERGIES**

The range spanned by our three key areas leaves no room for argument: each product can be precisely classified and implemented in a target-oriented fashion. The cycle is completed at the end of each project in a way that allows all the goals initially laid down to be attained.





## OUR VISION

### **PRODUCTS ARE OUR PASSION.**

We work with passion on innovative products.

## OUR TOOLS

### **IDENTITY, DEVELOPMENT AND REALISATION.**

These are our core competencies which we put into practice masterfully in every field.

## OUR OUTPUT

### **INTERCONNECTED ENERGIES.**

Create synergies at every stage of product development.

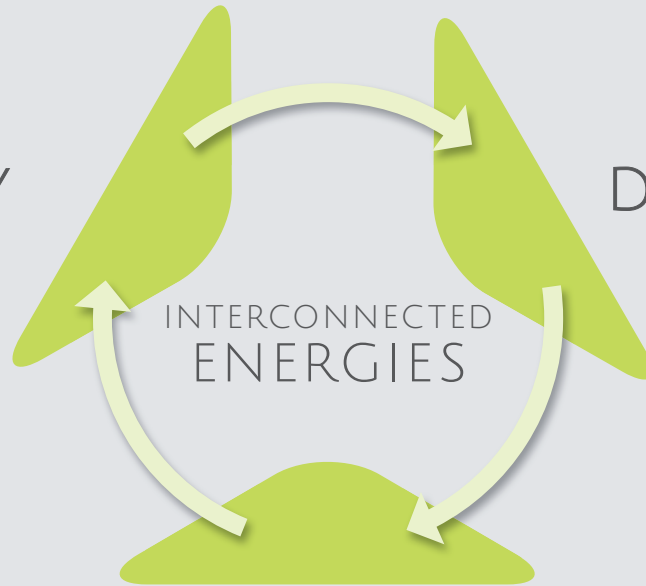
## 3 KEY AREAS

Innovation begins with an inner conviction of being able to improve something. It starts with a catchy idea and the cycle is completed over the entire development process – our key areas identity, development and realisation cover this complex spectrum, an essential requirement for marketing a successful product.

As a design and development agency our unswerving aim is to offer you the customer the best possible expertise in a variety of disciplines. The fact that our team is made up of designers, engineers and constructors enables us to cover the entire spectrum of services required for the successful development of a project.

IDENTITY

DEVELOPMENT



REALISATION



# IDENTITY

A product without IDENTITY is like a human being without a personality. Products can be specifically tailored to customers in a way that also enables the deep-rooted aspects of a brand to be reflected. During our project planning process, with the aid of research and analysis, we find out which product represents the best solution for our customers and are thus able to also successfully integrate new projects into established product ranges.

The identity of a company or a product, not least, can also be expressed through its graphical embodiment: corporate design constitutes a stepping stone from product design to a company's brand identity, its corporate identity. On the way there we develop logos, style guides or packaging and can provide you with professional coaching in the field of brand identity.





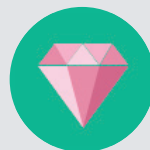
## ADVICE

Product positioning  
Consulting  
Coaching



## GRAPHIC DESIGN

Package design  
Printing  
Web design



## BRANDING

Logo  
Style guides  
Guidelines

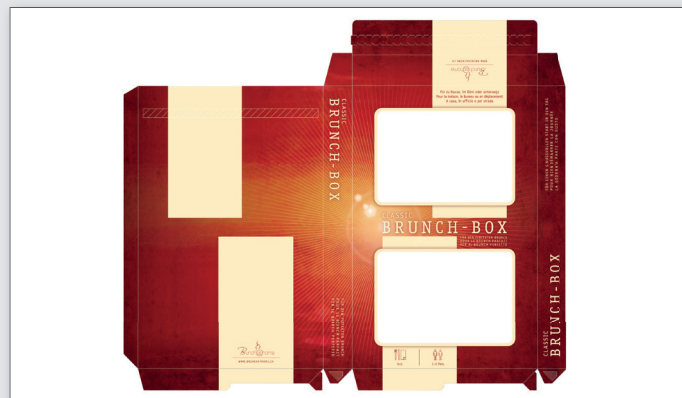
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The example on the right clearly illustrates the added value that can be generated by IDENTITY if it is fully and deliberately incorporated into the complete development process.

A manufacturer of fondue pots came to us with the request to develop a new product. The fondue pot on the left is lacking in personality and is therefore unable to stand out from similar products made by competitors that have existed up to now. From the designer's viewpoint we analyse

whether and how the target group and its needs have changed: nowadays many people follow vegetarian or vegan diets, i.e. the Chinese hot pot has disappeared from the menu. Two small fondue pots provide relief enabling for example a meat pot and a vegetable pot to complement each other when placed side by side on the table. In addition, the smaller portions create added value for the product and so meals can also be prepared at the table on weekdays for smaller dining groups.







# DEVELOPMENT

The area DEVELOPMENT includes our core values of product design and engineering. The familiar dictum 'Form follows function' provides the framework for our understanding of what constitutes meaningful and successful cooperation between functionality and creativity – in technical development and design implementation.

The development of form, usability, choice of materials, colour scheme and surface

are central aspects in the concept and design phase.

Human beings have an acute awareness of visual properties, which unfailingly conjure up familiar images. As technicians, we pay attention to usability and as designers, to the aesthetic aspects of a product – all the characteristics that determine how we perceive things, both emotionally and rationally.





## PRODUCT

Product design  
Consumer goods B2C  
Aesthetics



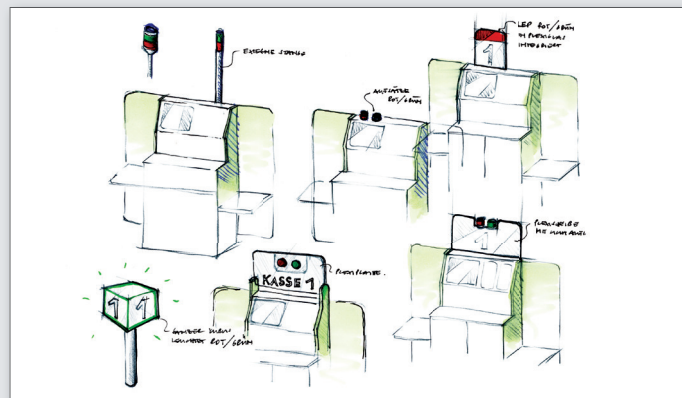
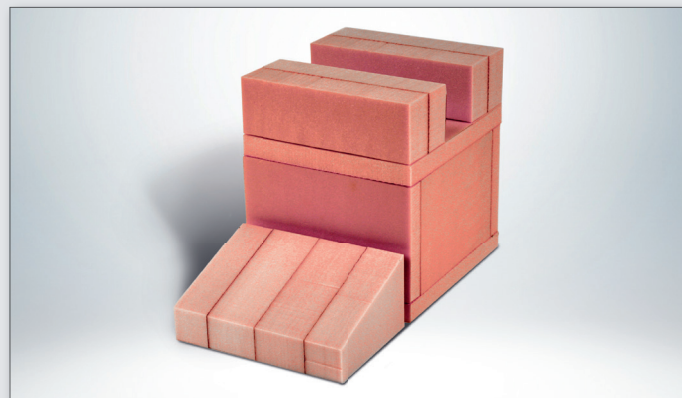
## INDUSTRY

Industrial design  
Capital goods B2B  
Function



## INTERFACE

Interface design  
Graphic user interface  
Human Machine Interface





Many examples show that it is always worth investing in a well-thought-out product design. At first glance, the design remit for the product on the right intended as a replacement could not have been easier: the aim was to replace an old halogen lamp with new LED technology – there were no further requests in the design specs. But when we took on the project we discovered that the old model had a weak point: the supporting frame used to position the lamp level with the ground thus enabling the light to

be projected upwards often broke due to the lamp's weight and its virtually inevitable improper use. Through a detailed analysis of the components we were able to illustrate the advantages of completely separating the head of the lamp. Not only did this provide an ideal solution for the swivel function but it also enabled the quantities of lamp heads manufactured to be increased and they can now be used for other purposes – product development with added value.





# REALISATION

Development ultimately yields nothing without REALISATION. Once form and function have been established, an implementing force is required to convert a project into a product. The product, in the form of a final design, through modelling or product support, is given its finishing touch, details are optimised and the final data for manufacture is compiled. The first prototypes from our workshop are implemented using CAD

enabling precise adherence to the design. Mechanisms are incorporated into the product as partial or complete solutions so as to implement usability and handling.

In this way, hand in hand with design and engineering, we can help our customers find the best solution even during the implementation phase and support them with our know-how until the product is launched onto the market.







## ENGINEERING

Specifications  
Technology  
Material properties



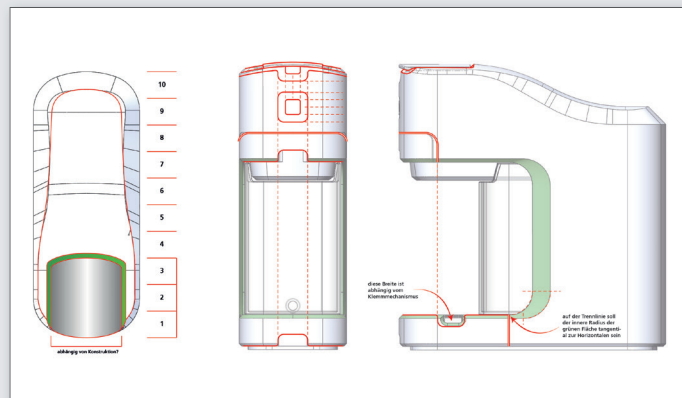
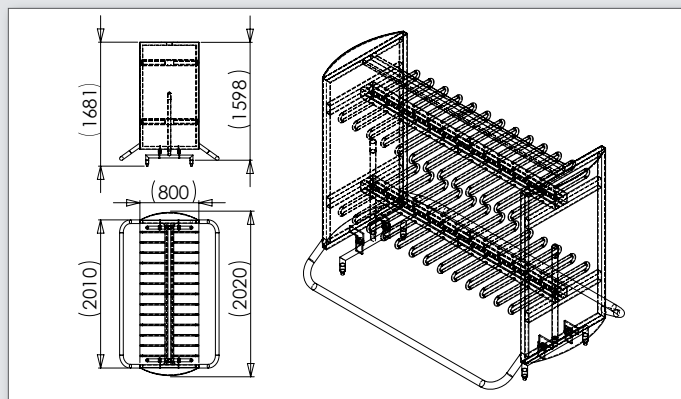
## PROTOTYPING

Mock-up  
Functional model  
Volume model



## CONSTRUCTION

CAD  
Mechanics  
Product support





The question as to what could be improved in the housing of the existing terminal arose right at the outset during the kickoff meeting with the customer. The terminal was welded in a thorough manner thus guaranteeing an IP 67 rating and when inclined, the interface faced the user. In the area REALISATION, apart from evaluation tools and well-founded knowledge about manufacturing techniques, we also use analytical methods

in order to evaluate time and effort expended in production. The result was a completely new product: a cover with an integrated interface meets the user's eyes. A plastic support behind creates a seal with the pressed shell of the housing. This enables savings in production, a simpler and less time-consuming assembly of the electronics and last but not least a modern, attractive and contemporary design.



# OUR TEAM

Our team is made of up passionate designers and engineers with a keen eye for development working hand in hand. We cover the entire range of services, spanning

from classic product design and graphic design right down to final construction of a product covering every aspect of integrated product development.



## **MARCEL DELAVY**

*Managing Director, Project Director*

*„It's simply great fun working together with our customers to create the best possible product. Each development generates a new set of problems to be resolved, which we throw ourselves into and tackle using an integrated approach. We have a passion for products – this enables innovative products to be created for innovative enterprises.“*





# NETWORKS



With its approx. 25 partners with core competences in the fields of consultancy, research, design, engineering, mechanical manufacture and assembly, vf is able to offer qualitatively superior and complete solutions for accelerating product innovation with the main focus on mechatronics.



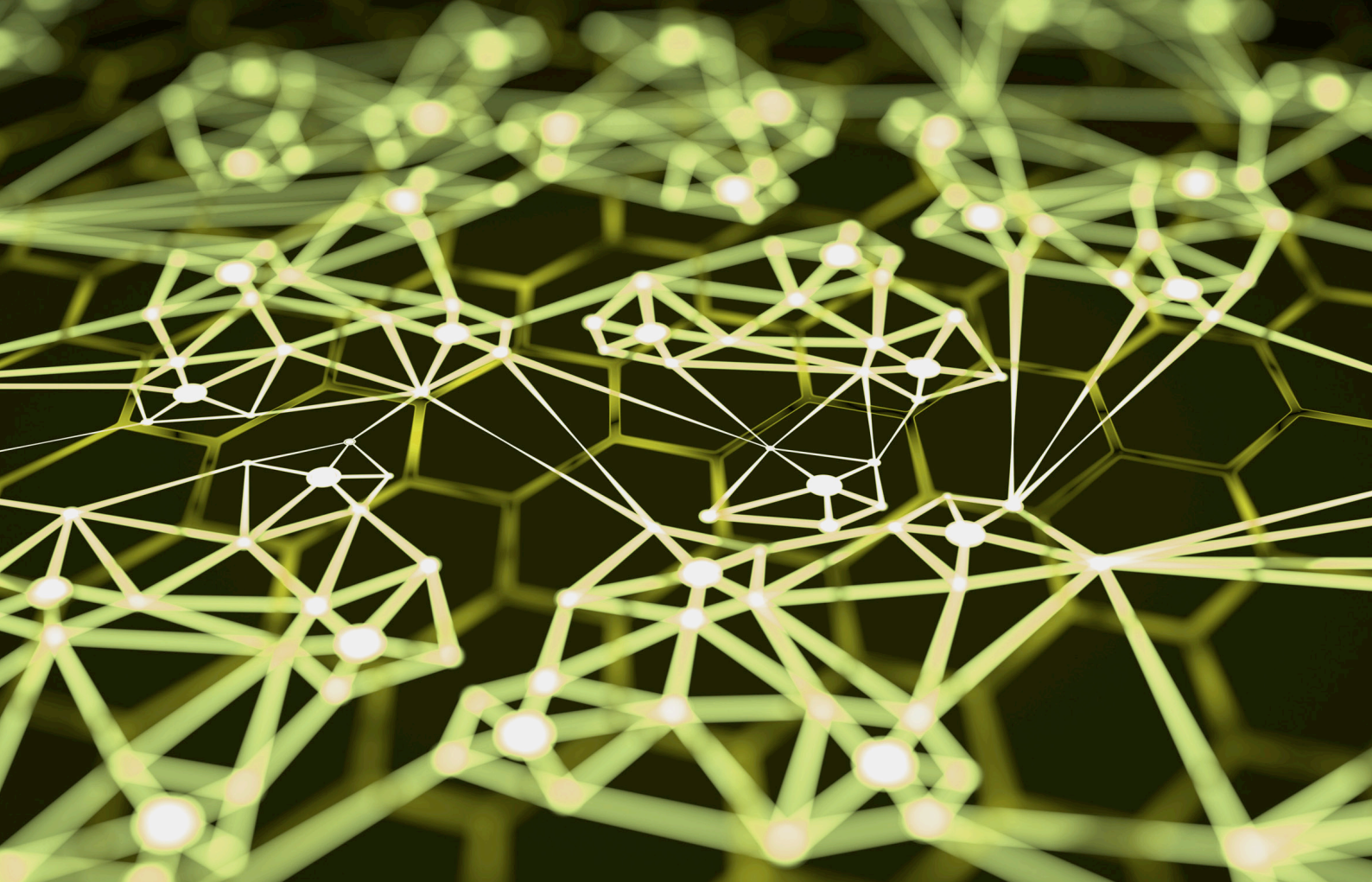
The goal of Swiss Mechatronics is to bring together the right people and to significantly improve the value creation and innovation strengths of its members.

...and to do so along the entire value chain.



Health Tech Cluster Switzerland is a network of manufacturers, suppliers, research and training institutes as well as service providers and investors in the field of health technologies.





# KONTAKT



## CALL US

0041 (0)44 440 58 99 *Mon-Fri, 8:00 a.m.-5:00 p.m.*



## FIND OUT MORE

[www.PRODUKTDESIGN.ch](http://www.PRODUKTDESIGN.ch)



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