

Product Development

- ▶ **Improve your product styling** - Give existing products an updated design identity. Provide a differentiated brand identity and/or improved ergonomics for new product iterations.
- ▶ **Look for ways to improve existing products** by providing innovative solutions aimed at improving ease of assembly for the consumer, minimizing risk, and reducing cost.
- ▶ **Design products that are safe.** We use our experience with outside regulatory agencies to help minimize risk and make sure products are safe.
- ▶ **Manufacture products in USA and Asia.** We provide innovative cost-effective design solutions tailored to meet the production requirements of specific factory locations.

Simple By Design

Product design should be simple and intuitive – Innovation should be driven by this ‘simple by design’ approach. To keep products from becoming complicated requires a creative and innovative design resource that is able to focus on key elements of the original design intent.

Safe By Design

Consumer products need to be safe. Intuitive easy-to-use products are safer than products that are complex and difficult to operate. Products must be ‘safe by design’ - From concept to manufacturing our goal is to keep all aspects of product development focused on keeping things simple, intuitive, and safe.

