



# what happens when you take an "anything is possible" approach, ground it in your production reality, while uncovering unmet needs for your customers?

we explore, deconstruct & reassemble ideas to create original design experiences. our team uses a non-linear process to think in the present, where as excessive formulaic thinking can hinder creativity. our philosophy is to reduce an idea to its simplest form, focusing on the emphasis of its key elements. in return, this process will strengthen the fundamental core of the product.

**we work with clients offering our expertise to create profitable innovative experiences. see what we can do for you:**

## Industrial design

desire for any produced object starts here. we ideate, sketch, model, render & animate products. we understand materials, color, texture, & form.

## design for manufacturing

wildly fresh ideas don't have to be pie-in-the-sky. we leverage our deep manufacturing experience to bring new ideas to life.

## scenario study

to contextualize new concept developments, scenario studies teach us to create a personal bond between product & person. we can recognize & appreciate – from small nuances to "big picture" – what varying users will specifically like or dislike.

## interaction design

products have specific applications & we want the user to clearly understand their intent. product demos, scenarios & user feedback inform our design development.

## concept exploration

we develop new ideas by the dozens. we explore & provide the framework to narrow down future solutions. a challenging problem does not obstruct, but becomes an inspiration.

## applied research

extracting essential research is our efficiency & our team sees "user research" all around us. from gathered knowledge, techniques, methods & theories, we discover unmet needs to reach a more meaningful product experience.

## design strategy

we can look at products now & direct your vision for the future. we can develop what is next & what will push you or keep you ahead.

## ergonomics

some products simply feel better than others. we apply ergonomic theories & make them work for your product.

## aesthetic direction

the aesthetic look / feel of a product is essential for dramatic impact on the user. it's often the first emotional interaction that links product & brand. we understand the importance of this interaction & ensure that it delivers.

# innovation is not a linear process

**our approach focuses on winning. we create innovative products that command profits & define markets.**

we listen, explore, deconstruct, & reassemble. when the right innovative ideas are hatched, we grab them quickly, refining them into your development process. historically, some of the most revolutionary creations were born from unrestricted exploration. we invite possibility to merge with ingenuity.

our experience is diverse. our portfolio includes work for small to large companies, start-ups, entrepreneurs, as well as self-directed projects.

**technology**  
Moveable Feast

**home office**  
Cosco

**industrial**  
Elgin Sweeper  
Simplicity  
Paslode

**sport**  
Sram  
Position tech

**health**  
Neovate

**consumer**  
TACH hanger