

DesignEdge helps Rocket Launch

Some of the Eastern region's most successful technology companies have one thing in common – help from product design and development consultancy DesignEdge.



Ipswich based Genevac, world leaders in solvent evaporation technology, came to DesignEdge when it wanted an advanced aesthetic with a real 'wow factor' for its new Rocket™ Evaporator, a high speed evaporator for use in pharmaceutical laboratories around the world.

"Most of their earlier machines featured sheet metal covers with just a small number of mouldings, so our brief was to create something less 'boxy' and more stylish," says DesignEdge's Alasdair Barnett.

DesignEdge worked on a number of new eye-catching concept designs exploring ergonomics, user interface technologies, manufacturing materials and processes.

A concept was chosen that featured a spiral design that enveloped the circular rotor and steam chamber. The enclosure then curves and rises up and forward to encompass the glass flask and pushes the

display and user interface forward for easy access and viewing. DesignEdge was also involved in the design of the interactive screen, which is simple and easy to use as are the controls.

Adds Alasdair Barnett: "The radical styling of the Rocket™ complements its advanced technology and makes the product really stand out within crowded laboratory buyer guides and trade shows."

DesignEdge has worked with the likes of Carl Zeiss SMT, Michell Instruments and Ubisense to help create designs that bring aesthetic appeal, function and value for money. Design is often seen as an optional extra in the development of a technical product, but it can be the difference between a product being successful or not.

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