

Industrial action

Good design is no longer the preserve of consumer products, says award-winning design company **DesignEdge**, it's giving industrial companies the competitive advantage too

DesignEdge has been providing an integral industrial design and electro-mechanical engineering services to industries ranging from large scale printing machines to compact medical devices for over 20 years. During that time it has developed a successful approach for the highly technical products it specialises in designing, taking products from inception through to final production, either handling the whole project or supporting an in-house team for as much or as little as required.

Fundamental to DesignEdge's service is ensuring that product design is not an overhead but integral to the growth of a business and it's a message to which more and more technical companies are responding. "Approaching each project with a fresh perspective and broad, up-to-date knowledge of materials and the latest manufacturing techniques, we can find ways of making products more efficiently and less expensively than clients often expect, as well as producing designs that will actually

generate revenue," says Director Alasdair Barnett. The figures also back this up, with the Design Council saying that for every £100 a business spends on design its turnover is increased by £225, while at the same time shares in design led companies outperform key stock market indices by 200%. "Now companies see it as another way of competing and giving them brand unity to promote a family look," explains DesignEdge's Bruce Hutchison. "If two products are the same in every other way, nine times out of ten the buyer will choose the most aesthetically pleasing one."

DesignEdge's commitment to good design for industrial products has seen it win a number of prestigious design awards, most recently the Industrial Product Design of the Year 2013 category at the Plastics Industry Awards.

Stacking up a new look

When Domino Printing Sciences brought in DesignEdge for its biggest ever launch, the company knew it was in safe hands as DesignEdge already had a proven track record in creating designs for the printing industry with Inca, Videojet and Xaar. DesignEdge created a new look for its complete range of products. Says Domino's Group Development Director: "Our product range has evolved through acquisition so had a very disparate look. Our latest launch gave us the opportunity to put some design thought into the range and

follow it through everything we do. Although our products are for industrial use it's important that they look like ground-breaking pieces of engineering. DesignEdge's great understanding of our sector and also the way they bring good looks into a design – often pushing the boundaries further than we would have considered in-house – has resulted in a fantastic looking range of which we can be proud." Domino has a 34 year record



of annual revenue growth due to continued investment in R&D and its turnover last year was £335.7 million.

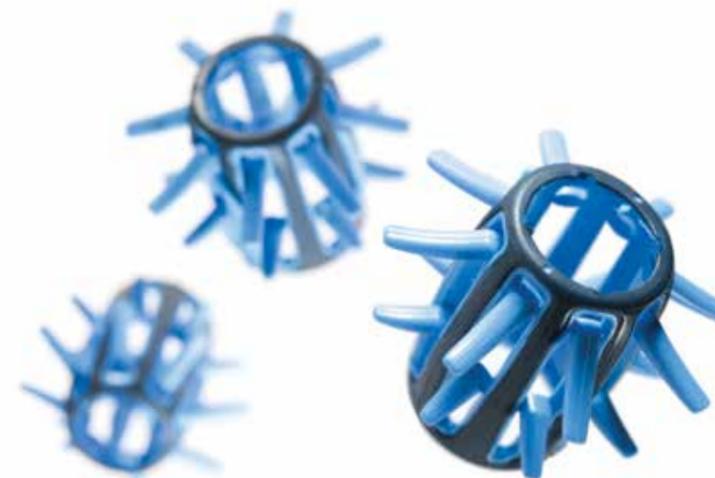
Big awards for small device

A small device to improve colonoscopies has proved a big success for DesignEdge. Not only will it help in the 60 million procedures carried out each year in terms of visibility, detection and patient comfort but it has also won awards including the Industrial Product Design of the Year for its innovative use of polymer technology integrated with real health benefits and a Red Dot award. EndoCuff™ is an overtube that slips onto the tip of a colonoscope. It uses advanced polymer technology to provide a rigid support structure combined with flexible projections that gently open the colon wall. Says Patrick Axon, Technical Director of ARC Medical Design: "DesignEdge has a highly experienced team dedicated to creating novel solutions to difficult problems. Their

approach of combining thought provoking, simple and beautiful designs that can be mass produced for a worldwide market is why ARC has chosen them for all their design work."

Raman microscopy focuses on design

Renishaw, a world leader in industrial metrology and spectroscopy equipment consulted DesignEdge on the design of its latest benchtop instruments. The design of a technical product has to be a compromise between something that is practical and aesthetically appealing. The key to this project was a design that would integrate state-of-the-art technology and meet all the technical issues while still creating a distinctive look that would be appealing to the eye. On the practical side, the product also had to be intuitive to use and provide a wide access sample loading aperture. Working closely with Renishaw's in-house team the result is a great example of integrating style with cutting-edge engineering for the RA800-series of precision instruments.



Opposite top | Work for the Domino Group
Opposite bottom | Benchtop instrument for Renishaw
Left top | HD Video Conferencing for BlinkPipe
Left bottom | EndoCuff™ for ARC Medical

Design makes its telepresence known

DesignEdge was approached by BlinkPipe to help in its mission to make high quality, big-screen telepresence accessible to all businesses. DesignEdge took concept ideas through to production and introduced BlinkPipe to a manufacturer in the Far East. The result converts existing conference phones into the control centre for big screen HD video calling, combining the reliability of a phone call with video quality made possible by the internet. DesignEdge developed the compact lens tilting mechanism and the telepresence quality camera has optical zoom, automatically selecting the best magnification.

Says Alex Nancekivell, Co-Founder of BlinkPipe: "DesignEdge's in-depth knowledge of the latest moulding processes and their expertise in design for manufacture has helped create a business product that is both intuitive and simple. DesignEdge has provided a first class service to deliver a compelling product, I would not hesitate to recommend their design services."



www.designedge.co.uk