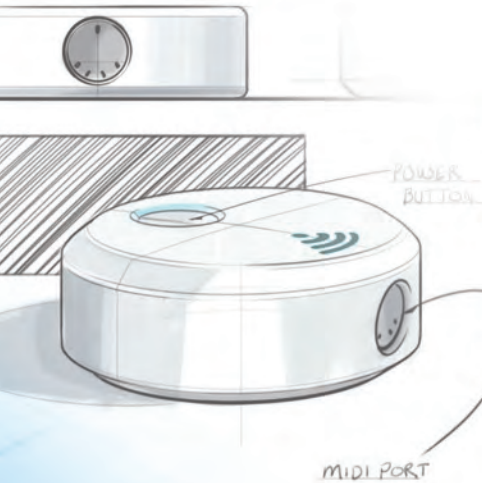


# Solid

design solutions

I N D U S T R I A L  
D E S I G N



## make it awesome

Energize your product with  
innovative design solutions

# Solid

design solutions



## Go to market—right

To target your product offering — whatever market you're aiming for — you need to understand your potential customers and users; what they really need and what they'll really buy. For that there's no substitute for informed and incisive customer and user research. Just as critical is the ability to match your customers and users with the right functionality, human factors, materials, quality, and cost — and with styling and unique features that make your product stand out from the crowd.

Solid's industrial designers bring you all this, along with a deep appreciation of engineering, manufacturing processes, suppliers, and quality control — to get you on track and headed straight to a profitable market.

## SOLID capabilities

### Research—with Design in Mind

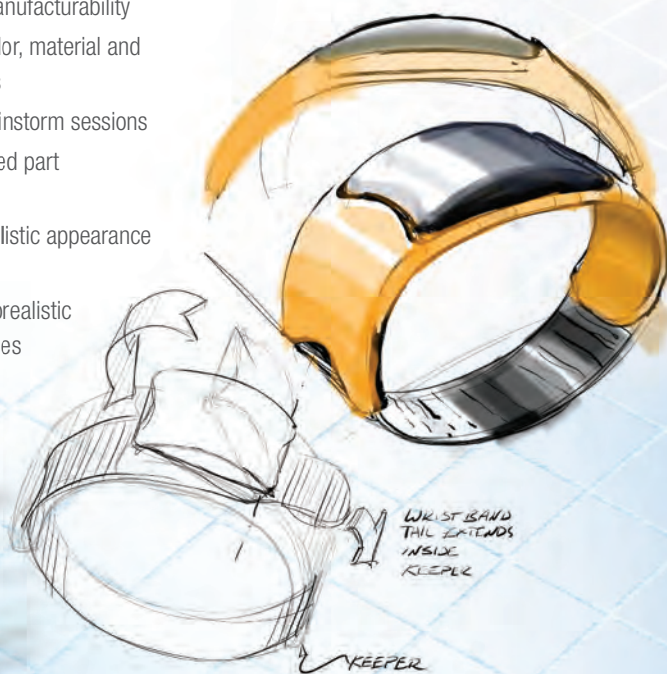
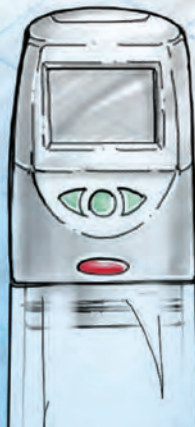
- Define user demographic
- Observe/interview actual users
- Research/observe/document user environment
- Map the competitive product landscape
- Identify potential stakeholder requirements
- Identify product interface and signaling needs
- Identify ergonomic issues and appropriate anthropometrics
- Identify potential manufacturing processes and materials

### Meeting Needs with Design

- Generate interface and interaction concepts addressing ergonomics, human factors, usability
- Generate appearance concepts from classic to trend-forward to reinforce your brand
- Generate part and assembly concepts addressing materials, environmental impact, assembly, manufacturability
- Assemble color, material and finish options
- Facilitate brainstorm sessions
- Create detailed part illustrations
- Fabricate realistic appearance models
- Render photorealistic product images

### Test—to Validate Design Assumptions

- Physically model parts and assemblies to assess form and function
- Confirm best design strategy
- Conduct user evaluations of models
- Compare feature options



## Designed with added value

The benefits of great industrial design go far beyond the product brief. Images and models created by industrial designers establish a vision of your product while it's still in development, resulting in better team coordination and communication, and fueling excitement and commitment.

Telling the story of your product through industrial design images, models, and prototypes also helps make a compelling case to investors and the public at large, strengthen your brand recognition in early marketing, and generate social media excitement.

## Get to market and profits—faster

Solid offers even more. Our industrial designers work directly with our mechanical, electrical, and software engineers and machine designers who are experienced in material handling, web handling, electronics assembly, inspection and cycle testing, automated assembly and integrated systems.

We bring you reliable and cost-effective designs that avoid manufacturing and logistics pitfalls, and strategically enhance production, shipping, ease-of-use, cleaning and maintenance procedures.

At Solid, we help you — make it awesome!



# a SOLID process

## insight

Where others see problems, we see opportunities — recognized by experience.

## creativity

A wealth of design and engineering experience is leveraged to create your product concepts.

## innovation

We bring together best-in-class expertise for innovative solutions that change the market and inspire users.

DISCOVERY

CONCEPT

DESIGN

# It's time to make it awesome

Call 877.786.7701 today and find out how.

[www.soliddesignsolutions.com](http://www.soliddesignsolutions.com)



## Markets Served

Consumer  
Health Care  
Medical  
Manufacturing  
Electronics  
Laboratory  
Emerging Markets  
Specialized Environments  
Construction

## Capabilities

Industrial Design  
Industrial Engineering  
Mechanical Engineering  
Electrical Engineering  
Software Engineering  
Project Management  
Complex Systems  
Detection Systems  
Prototyping  
Graphic Design  
Electromechanical Integration  
Cycle Testing  
Human Factors  
Process Development  
Tooling and Coordination  
Re-engineering  
Procurement and Global Sourcing  
Manufacturing Engineering  
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