

# Identity in product design

'Design follows it all'



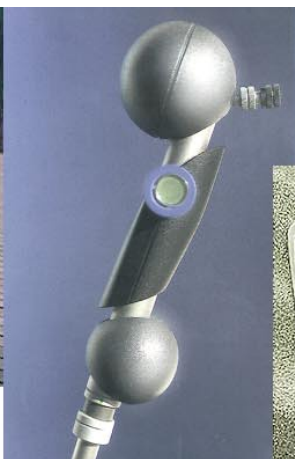
## Let's talk about collaboration !

a4id® is an industrial design team with international project experience  
Our work ranges from industrial design to consumer- and furniture design.

We are developing and designing products for an international market, advising our clients in all design related questions concerning their corporate identity.

Product Design stands for Product Quality and is no question of company size.

Your products are the essential element of your brand !



# Identity in product design

Design follows it all



To throw the competition an edge you have to become recognizable in your products.

We understand our agency as a service provider. We will make your product quality and company philosophy visible. At the end of each design project should stand a compelling product of emotional and functional beauty.

The cooperation with Small Startup Firms and Big Companies requires a highly flexible and clear project structure and a certain sense for successful communication.

We understand product design as teamwork with our clients, merging reality and vision.

**The Designer is not the consumer.**

We design our product for real people. We want them to feel good, when using our designs, when looking at our designs, when owning our products.

We observe the users, understand their needs and center our work.

As Industrial Design consultancy we offer you a solid cooperation. Understanding our clients' needs is the first step in shaping a fascinating product.

**Challenge us ! We are looking forward your feedback !**

# From Sketch to detailed Design.

## Equipment and services



The design process of a4id® is a flexible system which responds to the specific project or client.

We work with a structured and economical design process. Tailoring our service to your needs, we develop a custom-made solution for your specific design project.

According to your wants we offer you from the first ideas to the finished product the full array of services of modern Product Design.

Close cooperation and clearly defined expectations are key to any design program

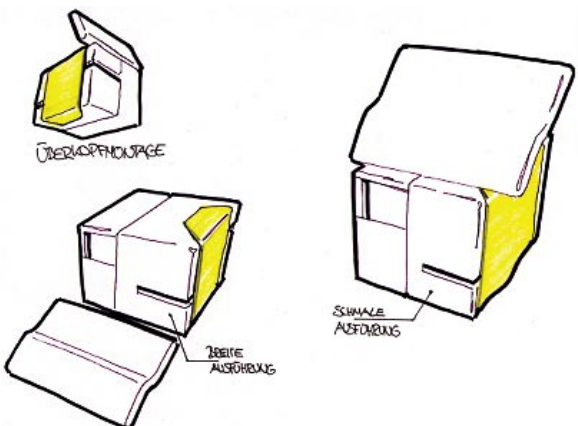


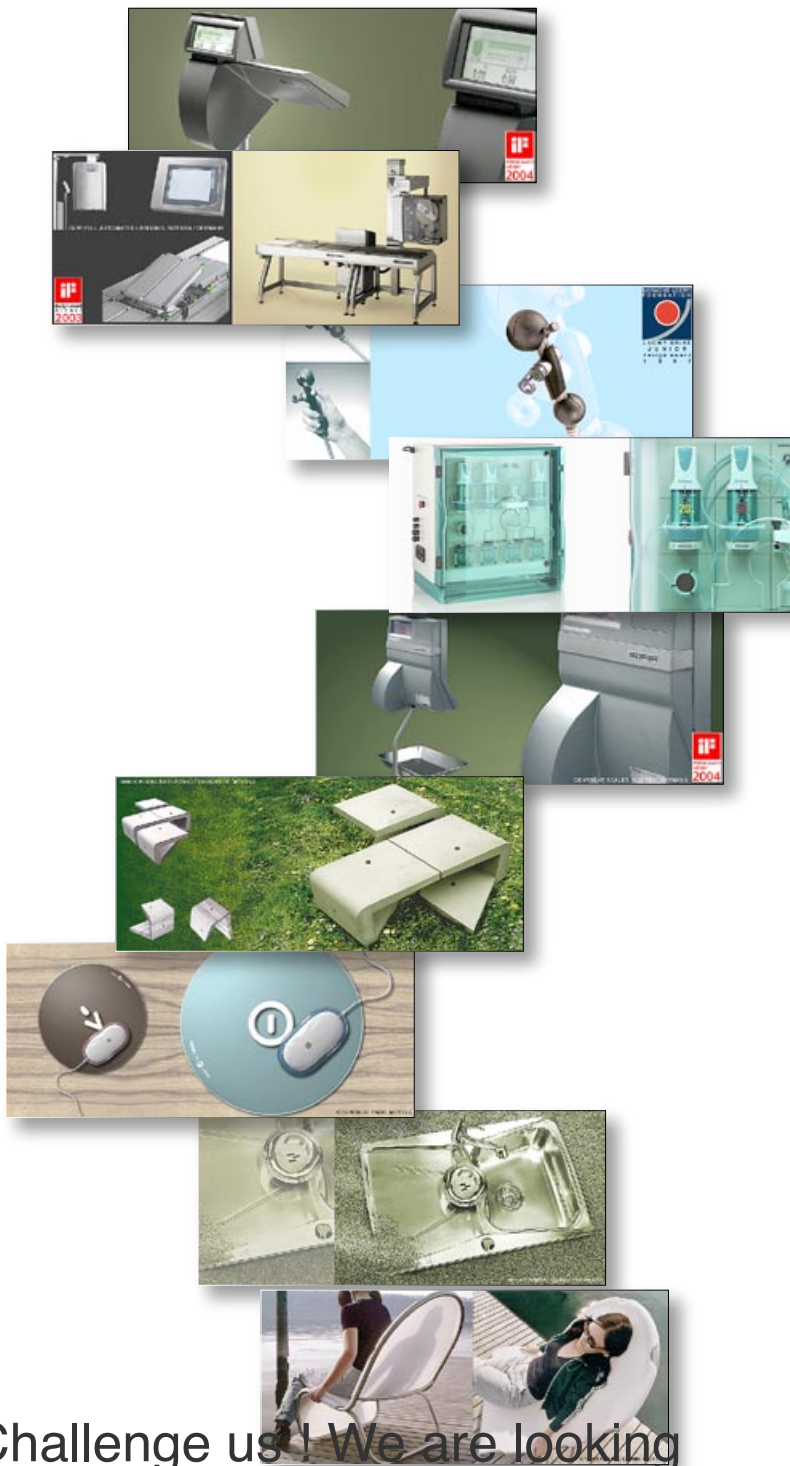
Using the latest high end CAID software we can quickly visualize any design, exchanging 3D data directly with all developing partners.

We are using the latest interfaces of 3D Product Design and work with the standards in modern Grafic- and Print Design.

Utilizing our in house modelshop we turn design concepts into physical models. Simlutaneously to the virtual design development we quickly create soft models for evaluation of form, texture and function.

- 3D CAD / CAID.
- Argon 6.0
- Draftboard / Vellum
  
- Unified 3D Surfacing and Solids
- Class\_A Nurbs
- Surface Modelling
- True Solid Modelling
- Surface Analysis
  
- Advanced Photorealistic Rendering
- Animations
  
- Precision Import / Export.
- ACIS SAT, Pro/E, Parasolid, IGES, STEP, DXF, DWG, EPS, AI
  
- 2D DTP.
- all standards of Grafic- and Print Design:
- Adobe Photoshop
- Freehand MX
- Adobe Illustrator 7.x
  
- Modelshop.
- Designmodels
- Functional Models





### References.

Back GmbH, Leinfelden  
 Bizerba GmbH & Co.KG, Balingen  
 Buck Chemie, Herrenberg  
 Design Tech Schmid, Ammerbuch  
 Scheppach Gartengeräte  
 Schmalenberger Strömungs-  
 technologie  
 Erbe Medizintechnik  
 Ecco Design Inc. ; New York City /u USA  
 Dentsply International / USA  
 Everex Systems Inc. / USA  
 Hermann Miller Inc. / USA  
 Hunt\_Boston Inc. /USA  
 Kensington Gravis / USA  
 Motorola Inc. / USA  
 Family Sports Freizeitgeräte. Wannweil  
 forming design. Stuttgart  
 Hengste & Eckhardt  
 Mercedes Benz Nutzfahrzeuge. Gaggenau  
 Metrohm Ionenanalytik AG. Herisau / Schweiz  
 MultiChannelSystems GmbH, Meßsysteme F.  
 Wissenschaft Und Technik, Betzingen  
 Rau GmbH Betriebseinrichtungen, Weilstetten Rieber  
 GmbH & Co.KG, Großküchentechnik, Reutlingen  
 Th. Kohl, Apothekeneinrichtungen, Regensburg  
 Wipotec Wägetechnik, Kaiserslautern

### Designawards.

2004 if design award.  
 2003 if design award.  
 2001 Bundespreis d. Wirtschaftsministeriums  
 für hervorragende Leistungen im Handwerk  
 1997 lucky strike junior design award  
 1995 maggi design award  
 - honourable mention

### Exhibitions.

2004 März - Oktober. IF International Forum Design.  
 Sonderschau auf der Hannover Messe  
 2003 März - Oktober. IF International Forum Design.  
 Sonderschau auf der Hannover Messe  
 2003 Salone Satellite In Production. Int. Möbelmesse  
 Mailand (Italien.)  
 2002 Salone Satellite Int. Möbelmesse Mailand  
 2000 Aug. - Sept. z2000 \_ Bleibe Design. Positionen  
 Junger Kunst und Kultur. Ausstellung für zeitgenössische  
 Kunst, Architektur und Design / Berlin.  
 2000 Salone Satellite Int. Möbelmesse Mailand  
 1999 SURTEX J.C. Javits Center New York City (USA)  
 coop. S. Leffler; Textildesign  
 1995 Louisiana Museum Humlebaek / Denmark.  
 1995 design zentrum nrw, Essen  
 1995 Institut f. neue technische Form Darmstadt

Challenge us ! We are looking  
 forward your feedback !