

Research · Industrial Design · Engineering Science · Medical · Technology Development · Electronics · Software · Innovation



Innovation Expertise

Repeatable innovation is the result of our unique process. Combining many years of experience with the latest thinking, it focuses on delivering value to the end user. We aim for breakthrough innovation to maximize return on investment by creating significant category growth.

We employ a staged approach, breaking down the innovation process into gated steps. The ideation phase uses research techniques to identify customer needs and appropriate inventions and technologies. This inspires our creative process to produce targeted, achievable product concepts.

The risk management phase investigates key user and technology challenges with a practical approach to maximize the certainty of commercial success. We believe this strategy significantly increases our client's return on investment.

Product development itself employs our multidisciplinary team in a concurrent process utilising the latest CAD and rapid prototyping methods to create both design documentation and validated working models. Formal design control is applied to meet regulatory standards. Finally the manufacturing phase engages with the chosen manufacturing partner to ensure reliable, cost-effective production, regulatory compliance and successful product launch.