



DESIGN | DEVELOP | SUPPLY



# DESIGN

*"Successful creative products, driven by a holistic design approach"*

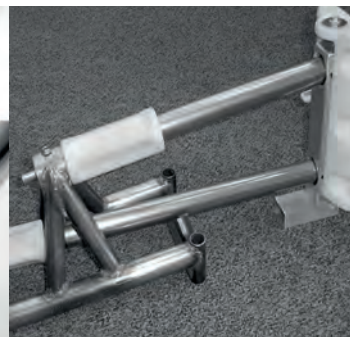
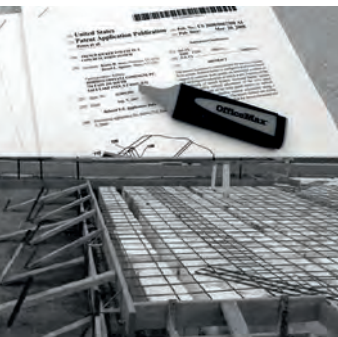
Idea's holistic 3 Stages - 8 phases approach to product design starts with industrial design research; concept sketches; and mock-up and form study models, to bring your designs to life. This begins with identifying the aesthetics, ergonomics, user experience, IP (patent) and marketing needs of a product.

Idea's concept sketch process evolves the product brief into an early visual presentation showcasing aesthetic styling direction, product features and engineering intent.

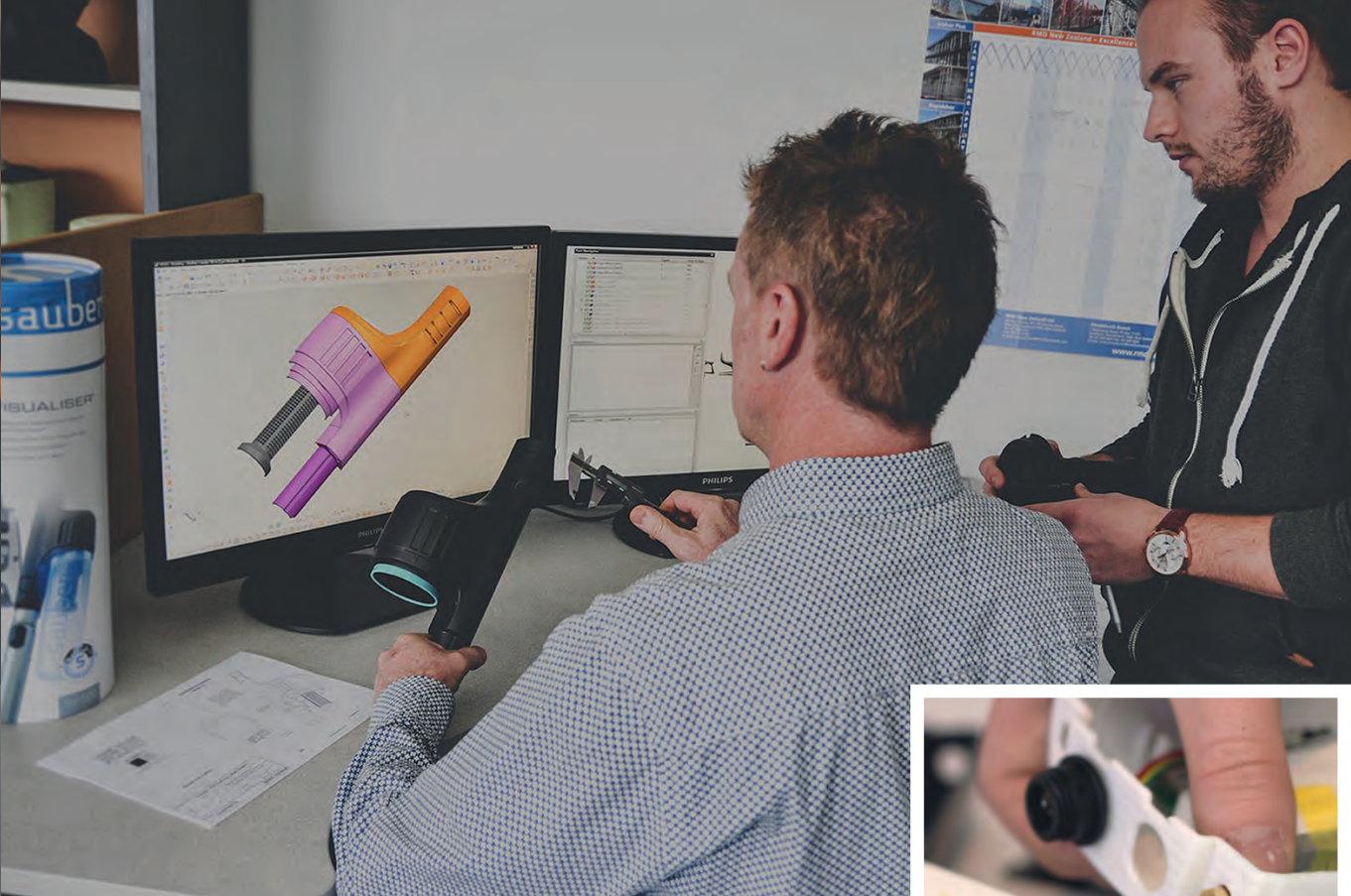
Idea's mock-up model build techniques provide an early insight into product performance, size/ proportion and weight/balance; important factors for early proof of concept.

Idea's designers hand craft form-study models to further assist aesthetic and ergonomic resolve of visually demanding products, literally bringing concepts to life.

## Eight *phases* of *development*







# DEVELOP

*"Design refinement, engineered for performance and manufacture"*

Idea's team of design engineers identify and apply state-of-art engineering disciplines, and techniques such as 'design for manufacture' and 'performance prototyping', evolving and refining functionality and performance.

Idea's design engineers work with the very latest in 3D CAD modelling and simulation software; NX by Seimens, capturing complex surfaces, detail (working) product assemblies at high-level engineering (performance) resolve.

Idea specialise in producing prototypes that perform in a variety of production-quality materials and appearance, validating and showcasing the product to the market before tooling investment.

Idea's design specifications ensure critical areas of the design function and appearance are clearly communicated in Patent applications and through to manufacturing.

4

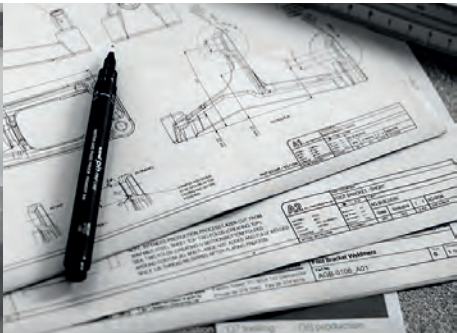
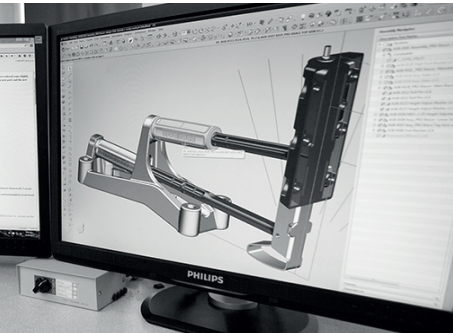
ENGINEERING

5

PROTOTYPE

6

SPECIFICATION







# SUPPLY

*"Flexible manufacturing solutions, efficient and profitable product supply"*

Idea's manufacturing and supply operation (**Idea-China**) is based in Shenzhen, China and focuses on custom mould tooling; manufacture and in-house assembly; providing a secure, quality controlled environment for your finished products.

Idea's **NZ-based** design and **engineering team** set the quality control (QC) specifications for tool designs with 'off-tool' components checks, to efficiently manage the manufacturing process. Our **China-based** team provide the 'hands-on' assistance **ensuring quality**, efficiency and supply to meet your requirements.

Idea's dedicated manufacturing/sourcing provides the **complete supply solution** of produced components and assembled products including; quality audits, 'door-to-door' freight forwarding; importation; and local delivery.

7

TOOLING

8

PRODUCTION – QUALITY & SUPPLY







"Developing **ideas** to optimise **function**, **value** and **appearance** of **products** for the **mutual benefit** of both **user** and **manufacturer**"





## IDEA Industrial Design Engineered Answers

Established by Kim Scott in 1998, **IDEA** provides the complete product design/development and manufacturing supply process, from **Industrial Design** to **Engineered Answers** for the successful development of your project or product idea.

Idea's **holistic approach** to product design and manufacture sets us apart from other product design firms, ensuring a smooth cost **effective development path** from idea initiation to production supply, for your profitable product sales.

Idea's NZ based team of **creative designers** and our Idea-China **manufacturing facility** provide profitable custom design/engineering product and manufacturing supply solutions to an established international and local client base of brand owners, manufactures and entrepreneurs.

Idea's product design, development and supply solutions are backed by over **35 years'** of industry leading experience.

**"Creating Products**  
from **Ideas"** is what we do

### Idea Group

#### Idea – NZ

info@idea-nz.com  
+64 6 323 2088

Idea Developments Ltd  
Level 3  
22 Stafford St  
Feilding  
4702  
New Zealand

idea-nz.com

#### Idea – China

info@idea-china.com  
+86 135 1074 5050

First Star Technology Ltd  
HengDa GuoXiangShan  
ShaWan, LongGang District  
Shenzhen City  
518019  
China

idea-china.com

