

## Creating Products from Ideas

Idea's NZ based team of creative designers and our Idea-China manufacturing facility form the Idea Group, providing profitable custom design/engineering product and manufacturing supply solutions to an established client base of international and local brand owners; NZ/Asian Manufacturers; and Entrepreneurs.

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

We believe in developing ideas to optimise function, value and appearance to the mutual benefit of both the user and the manufacture.



# Prototype

# PROTOTYPE

## Testing and Validating

RESEARCH CONCEPT FORM STUDY ENGINEERING **PROTOTYPE** SPECIFICATION TOOLING PRODUCTION



### Mock up and 3D Forms

- Generation of 3D forms & 3D printing capture key elements of the design, providing early proof of concept and 'hands-on' look and feel analysis of the product design.

### Performance Prototypes

- Critical part of design & development process providing tangible test results and feedback from industry experts and customers to validate the design and even proving early sales.

### Marketing Models

- An optimal way to showcase new products to the market in production like materials, gauging industry and customer response prior to tooling and manufacturing investment.



**High Finish** Metals



**Complex** Assemblies



**Multiple** Materials



**Engineering** Components



**Functional** Products



**Flexible** Components