

## Good design? Good products!

If the user says, 'The design is good' - then the design is poor.  
If the user says, 'The product is good' - then the design is good.

This is the formula for succes of Ottenwälder und Ottenwälder. Petra Kurz-Ottenwälder and Max Ottenwälder, together with their team in Schwäbisch Gmünd, see themselves as a services organization whose efforts not only make a product good, but profitable, as well. Right from the very outset, the office's design proposals are conceptualized with the view toward perfect industrialization and market presence attuned precisely to the target group.

Whether household products, technical or industrial items, furnishing systems or trade fair presentations – more than sixty clients around the world appreciate the expertise of this industrial design team. Their competence is attested to by more than 100 awards presented by international design, media and marketing organizations.



## Clients:

ARAL AG, Bauscher Porzellanfabrik, BP, Bosch Buderus Thermotechnik, Daimler AG, ERLUS, Flötto, Henkel AG, HOFFMEISTER Leuchten, Jordan / Norway, Leicht Küchen AG, OLYMPUS , Philips AEG Licht, PROXXON / Luxemburg, Rapetti / Italy, Schott, Sigikid, Steelcase, Sunrise Medical, The Golf Coach Company, Ultra Prima / Indonesia, uwe, Vermop Salmon, ZAHORANSKY GROUP and others.

**What is design, in fact?** – An attempt at an explanation, and a sequence

### **Design consulting**

At OundO, design consulting helps delineate the strategic thrust of a product portfolio and takes full account of the client's marketing and sales structures. Here it is a matter of defining a constellation of corporate values, of identifying clear and unequivocal user benefits deriving from those values, and of presenting a promise of performance, made by both the product and its manufacturer.

### **House calls**

In the course of our work we visit a wide variety of companies, active in the most diverse industries. We are often amazed not only by how similar the identities are for companies involved in any specific field of business. Equally surprising is how often a firm's aspirations are not reflected in the company's own reality and culture. As a special instrument in consulting, we offer interested clients our "eagle eye" to locate incongruities within the corporate structure. We help introduce measures that clearly communicate the corporate identity. This involves projecting a meaningful corporate design to the outside world and instilling it in the firm's own culture.

**Product design and -development** are carried out after a briefing

Phase 1 Design concepts

Phase 2 Design finalization

Phase 3 Design support

### **Design engineering with 2-D and 3-D CAD**

We develop design concepts in-house, on our own workstations. The "Solid Works" 3-D CAD program generates data records, the working basis for product realization, and we forward those records to our customers. The 3-D data can be exported in the Solid Works, Parasolid, IGES, STEP, VRML or ProE formats. Where pure engineering is required, such as for toolmaking, we subcontract this work to our network of experienced associates.

### **Model building**

Three-dimensional products can be grasped in their true sense only if they can be handled, can be experienced in the actual use setting and can be personally appraised. Sometimes you have to be able to walk around the model. Beginning right from the draft phase, design models made up in our own machine shops support the definition of the form. We commission model building firms in our competence network with preparing design models that are close to reality in their appearance and with a high-quality finish, following the 3-D CAD data precisely.

### **Prototype construction**

Where development time is severely limited, rapid prototyping is a service we can offer our clients for quick implementation of design concepts. Reliable partners in our competence network can make up prototypes or short production runs for presentation at trade fairs or for acceptance and approval testing.

### **Materials and process technology**

Working in cooperation with the Institut für neue Materialien in Saarbrücken and with materialsgate.com in Darmstadt, OundO is always kept up to date on research findings for materials and surfaces. The information libraries and services offered by Degussa, Merck, Akzo, colorservice, raumProbe and MATERIALICA keep us abreast of innovations in materials and process technologies.

### **Engineering and tooling**

An integral part of good design in the spirit of the OundO philosophy is engineering that is optimized in terms of materials, costs and implementation. During the engineering phase we are available to our customer, too, contributing our experience and making contacts to specialists in our network. We maintain close contacts with tool- and die-making firms and know the exceptional abilities of individual companies that can be recommended to meet specific challenges in the field of injection molded plastics, for instance.

### **Marketing consulting and support**

There is no point in manufacturing a product without perfect marketing! Keeping this truism in mind, the OundO team considers unique selling propositions, right from the draft stage, that can later be expressed in high-quality design. Working in close cooperation with the advertising agency employed following product development, for example, we keep a close eye on correct communication of the major product values and on adherence to the original marketing strategy.

### **Graphic design**

Complying with specific customer requests, OundO develops brochures about the products being developed, drafts or reworks logos, and designs sub-logos for specific application areas. When handling larger projects, we draw upon the capacities of the successful and highly competent graphics agencies in our network.

### **Product photography**

Many clients underestimate the importance of product photography. Often there is no one in the firm who can actually judge the quality of photographic work. In a number of widely varied projects OundO has made contact with the right photo agencies. Taking the product strategy into consideration, we can recommend an artist who can literally put your product in the best light.

### **Public relations and publicity work**

Sometimes you have to blow your own horn. And whenever that is needed, then we make sure that the right journalists report on your product, at the right time and in the right media. This is another service we can offer our customers, drawing on the capacities in our network.

### **The Martini** – our house cocktail after Charles Schumann

5 cl of gin  
2 dashes of dry vermouth  
1 green olive with pit

Stir with many ice cubes in a mixing tumbler, strain into a chilled martini glass, add the olive.