



Project Objective

- Evolve and refine a stylized form language based on existing design cues and standards
- Design attention-grabbing forms, designate finishes, and define a family of shredders with a bold new look
- Reinforce a known brand by elevating the industrial design
- Establish a line of products with the feel of matured sophistication

HelixOne Approach

- Research and familiarize ourselves with current trends and features in the shredder market
- Prepare preliminary engineering CAD layouts to reveal new spatial advantages and component layouts/configurations
- Generate aesthetic and functional concepts that fit small office/home environments
- Refine chosen concepts into presentation level illustrations for engineering teams to develop CAD geometry

