

**as** / andreas schulze  
industrial design

Convincing design  
for industrial products

# ADDED VALUE THROUGH INDUSTRIAL DESIGN

## OUR PROFESSION

The central aspect of our work is contemporary industrial design and we mainly focus on developing high-quality, technical products.

We also provide our customers with comprehensive advice on the subject of **added value through industrial design** and help them to take corresponding steps in their business.

## OUR SERVICES

### Industrial design

We plan innovations, develop functional design concepts and make them into persuasive products ready for series production.

### Design management

Business objectives, strategy, brand, innovation - we help our customers to tailor their design activities precisely to their company.

### User concepts

Persuasive industrial products meet or exceed their users' expectations. We take a holistic approach to working for our customers that takes into consideration all aspects of working with a product.



## ADDED VALUE

In our experience, investment in industrial design pays out very quickly. Depending on the project, our development work adds value in up to **6 different areas**. Our work is often profitable as a result of increased value in one of these areas alone.



adequate improvement  
of product appearance



increasing the  
brand value



funktional  
benefits



customer loyalty by  
user orientation



design process with  
interactive collaboration



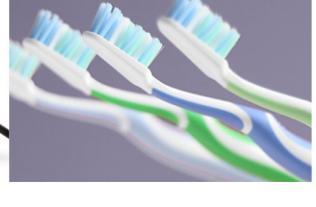
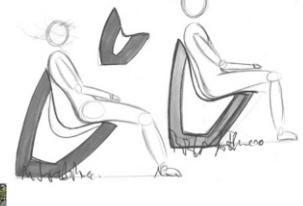
balance of production  
cost and quality

Our work gives our clients significant value. The role that a persuasive design plays in the successful sale of a product or the value of a brand can be measured from this.

# REFERENCES / EXPERTISE



AUTOMATION  
HANDHELD DEVICES  
MACHINE CONSTRUCTION  
MEASURING TECHNOLOGY  
OPTO-ELECTRONIC  
PUBLIC DESIGN  
URBAN FURNISHINGS  
TRAFFIC ENGINEERING  
TOOLS



## Extract from our list of references:

- BRITA GmbH, Taunusstein; Wasserfiltertechnik
- Buderus Heiztechnik; Wetzlar; Heizkessel
- Cegelec, France; Verkehrstechnik
- DSM Deutsche Städte-Medien GmbH, Frankfurt; Stadtmöblierung
- E. ZIEGLER Metallbearbeitung AG; Außenanlagen
- FEIG Electronic, Weilburg; RFID Lesegeräte
- Genius GmbH, Limburg; Küchengeräte
- M+C Schiffer GmbH, Neustadt/Fernthal; Zahnbürsten
- SCHÄFER Werke, Neunkirchen; Stahlmöbel
- VITRONIC Dr.-Ing. Stein Bildverarbeitungssysteme GmbH, Wiesbaden
- Weiss Umwelttechnik GmbH, Reiskirchen; Korrosionsprüftechnik
- Wilhelm Wagner GmbH & Co. KG, Lahnau; Farbspritzgeräte

**Would you like to find out more?**

We will be happy to arrange for you to talk to customers who have provided us with references.

# THE RIGHT TEAM FOR YOUR PROJECT

## DESIGN SKILLS REQUIRED

Do you need an attractive product design for your target group and expect added functional value?

Do you need to increase customer satisfaction and improve product recognisability?

Would you like to use industrial design as a strategic instrument for strengthening your brand?

### We know what to do and how to do it!

We have years of experience of development for different sectors and we are proud of the enduring, trust-based cooperation that we enjoy with many of our customers.

We hope that you will soon be among them.

## WHAT MAKES US DIFFERENT?

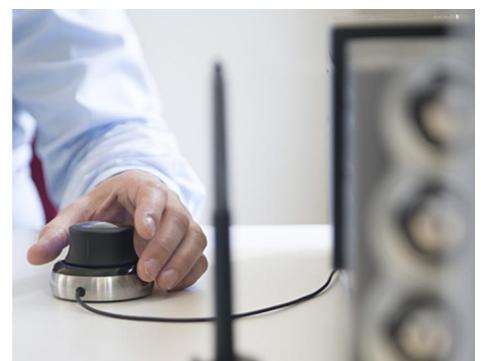
Our creativity is not just limited to design.

We equip products with **intelligent functions** and develop solutions for the best possible user experience.

When it comes to the specifics, we know what's important and we can transform our ideas into products that are ready for **series production**.

We know exactly what technical products require in terms of **service and maintenance**.

We also **reliably** stick to deadlines for our developments, even when conditions are tricky.



When you realise that the person you are talking to understands you, cooperates and provides valuable input, you have found the right design team.

**This is the challenge we set ourselves.**

This website explains our services and gives a few examples.

However, there is no substitute for a face-to-face meeting.

**TALK TO US ABOUT YOUR REQUIREMENTS!**

**Tel. +49. 6431. 971 69 61**

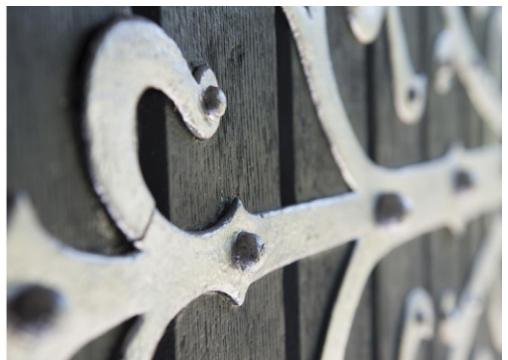
# FACTS

## TRADITION - INNOVATION

Andreas Schulze Industrial Design started out with an office in Wiesbaden in 1994.

We currently use the 4 storeys of a Romantic Gründerzeit turret for our work. The turret is located in the centre of Limburg an der Lahn, in a small park on the site of a former brewery. It provides us with the perfect **creative** atmosphere we need for our work.

The **central location** between Cologne and Frankfurt, in the north-west of the Rhine-Main region, means that we have excellent links to our clients, by road, rail or air.



## TEAMWORK

We are a smooth-running, dedicated team of industrial designers, with outstanding technical skills. Our age structure gives us a wealth of diverse experience and the female perspective is also well represented with us.

We usually work on development projects from initial idea to series manufacture. To do so, our team combines analytical skills, creative potential and constructive knowledge and experience. We use CAD systems SolidWorks and Alias Design a lot in our work.

We have a tried and tested network of service partners for constructional support or creation of prototypes and models. This enables us to handle processes as well as possible and keep our deadlines under control.

## OUR CLAIM

Our work always focuses on the relationship between people and product.

For us, it's about understanding people's needs, in order to fulfil their wishes. We feel it is our duty to deal with buyers' needs responsibly but, at the same time, to keep in mind the interests of society and the economic interests of our clients.

Successful industrial design combines excellent functionality with appropriate aesthetic effect. Ideally, it creates a positive link between product and user that offers clear added value for the buyer and manufacturer.

**We claim to develop products that achieve precisely this.**

**“Good design shows that a  
company values its customers.”**

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industrial products**

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