



FROM DEVELOPMENT HELL TO PRODUCTS THAT SELL

Now Is Not The Time To Compromise

When the economic climate is uncertain the importance of finding products that sell becomes paramount. It is not just a case of weathering financial storms and hoping for the best. It is more a case of only the best will do.

Yet it is the development process that often causes the problems. The hell. It's where potentially great ideas for products can flounder. Something's not quite right. A vital element is missing. Your design team is having difficulty marrying the aesthetic with the functional. Is style winning over substance?

The reasons why potential best-sellers often become bad-sellers are numerous. Yet get the development right and nothing much can go wrong.

That's where we come in.

Ideas To Open New Markets

At Sanders Associates Ltd., we believe that high value products will always sell whatever is happening in the marketplace. Where companies go wrong is that they sit out hard times and spend less on development – or even put product ideas on the back-burner. History has shown that it is a mistake. If you don't act, your competitors will.

It boils down to one thing. Confidence. Since we opened our doors in 1994, an impressive list of clients have placed their confidence in our innovative, instinctive and in-depth approach to product design, engineering and manufacture – in the fields of leisure, consumer, automotive, medical and industrial.

Above all, in difficult trading conditions, they look for new ideas to open up new markets. Fortunately, we are never short of them. And we take ideas and push them through development hell and turn them into products that sell.



INDUSTRY-CHANGING IDEAS

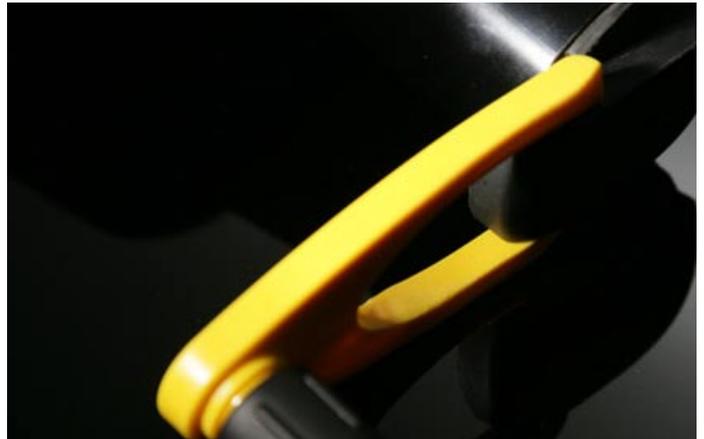
When Tony Sanders set up Sanders Associates he had two aims. The first was to bring his wide-ranging engineering experience and technical knowledge to problem areas and finding solutions. That covers developing new product concepts from the earliest point at which a need for assistance is spotted, through to solving technical and cost problems on products which are in development. It can extend to products in current production. This is the very least you would require of any top-level independent consultancy.

However, his second goal was not only to give the client what they expect, but also push the barriers of their expectations. Extend the boundaries of what is thought to be possible. View problems laterally. Thinking outside the box.

Turn ideas on their heads. Industry-changing ideas. Ideas that might end up in London's prestigious Design Museum, like Tony's Black & Decker drill.

We have often opened up fresh markets for clients because our approach has produced totally new products, which go beyond the original one we were called into to rectify. Our role is not just to solve your problems, but create new avenues that we can explore together, especially if there are no concept drivers in your development department.

We call this adding value. Some clients have happily accused us of over-delivering on our promise. To this we plead guilty.



MATCHING OUR SERVICES TO YOUR NEEDS

We offer a number of services that can be used to push your product development in the right direction.

Feasibility studies - we carry these out to discover realistic project goals and timeframes. We believe that this is the most creative period in the project cycle because it is at this early stage when the right innovative solutions are chosen. A top quality feasibility study – carried out with realistic expectations – will pave the way for a product that sells.

Troubleshooting – you can use this service to avoid expensive disasters. The three elements we strive for when we are called in to help a struggling project are optimisation, cost reduction and gain performance. The key skill we offer is spotting opportunities for making an existing or proposed product far better or cost less. This all comes from being able to tap into nearly forty years of experience.

Electro-mechanical products - from design brief to commercial viability. Surveys have shown that investment in high quality product design can increase sales, public awareness, staff morale, productivity and profitability. We are known for quickly finding practical, affordable solutions to objectives set by the client during the process of turning an idea into a manufactured item.

Design for reliability - often too much is placed on aesthetics and not enough on making sure a product works brilliantly. It's pointless developing an innovative product with appealing user features, if it fails to function. Unfortunately, there are numerous ways to design an unreliable product. We know them all and, fortunately, we know how to avoid them.



**ONE CALL AWAY FROM
A GREAT IDEA**

We have worked with many prestigious clients such as AEI, 3M, Bison, Flymo, Aerobed and Sweden's Ankarsrum Motors AB. They all had projects that benefited from our help and expertise. If you have a project that seems to be running into trouble or you need some expert advice before get going, or you simply want to tap into some great ideas, then pick up the phone and call us on +44 (0)1325 329 840 – or email tony@sandersassociates.co.uk

You'll find we're excellent listeners. That way we can assess what you need to do to avoid development hell and turn out products that sell.