



# Arrivals

October 2002

## Balancing part cost and capital expenditure

**Induro Series Tig/Stick Welders**  
Welding Industries of Australia

**T**his project was driven by the need to find an acceptable balance of part cost versus capital outlay. Low volume production in Australia calls for design techniques, processes and materials that are in tune with local market realities. A robust, stylish product housing was achieved using male and female thermo-forming tooling.



### Product appearance to suit the process

A rounded, flowing product shape was designed to meet the realities of controlling wall thickness in these relatively deep draw parts. Detail was added by CNC controlled trimming.

## A consistent image from product to promotion

**Induro Series graphics and product finish**  
Welding Industries of Australia

The promotional material that accompanies the welders at point of sale has been designed to continue the graphic theme of the product across brochures, posters and other display materials. This reinforces the perception of quality and attention to detail and increases a customer's comfort that they are making a sound purchasing decision.



## A consistent contemporary feel

Product graphics continue the product theme while using neat icons and minimal text to explain operating parameters.



## Packaging as point-of-sale reinforcement

**Induro Series packaging**  
Welding Industries of Australia

**P**ackaging is more than just protection for the product in transit. It is part of the sales process. It acts as a sales poster when on the shop floor and sometimes as a display plinth for the product. It confirms to the customer that the manufacturer cared about all aspects of the product.



**Good impact from flexographic printing**  
By tailoring the graphic detail to the constraints of flexographic printing a strong, consistent product presentation is achieved.

## Evolving a brand for contemporary use

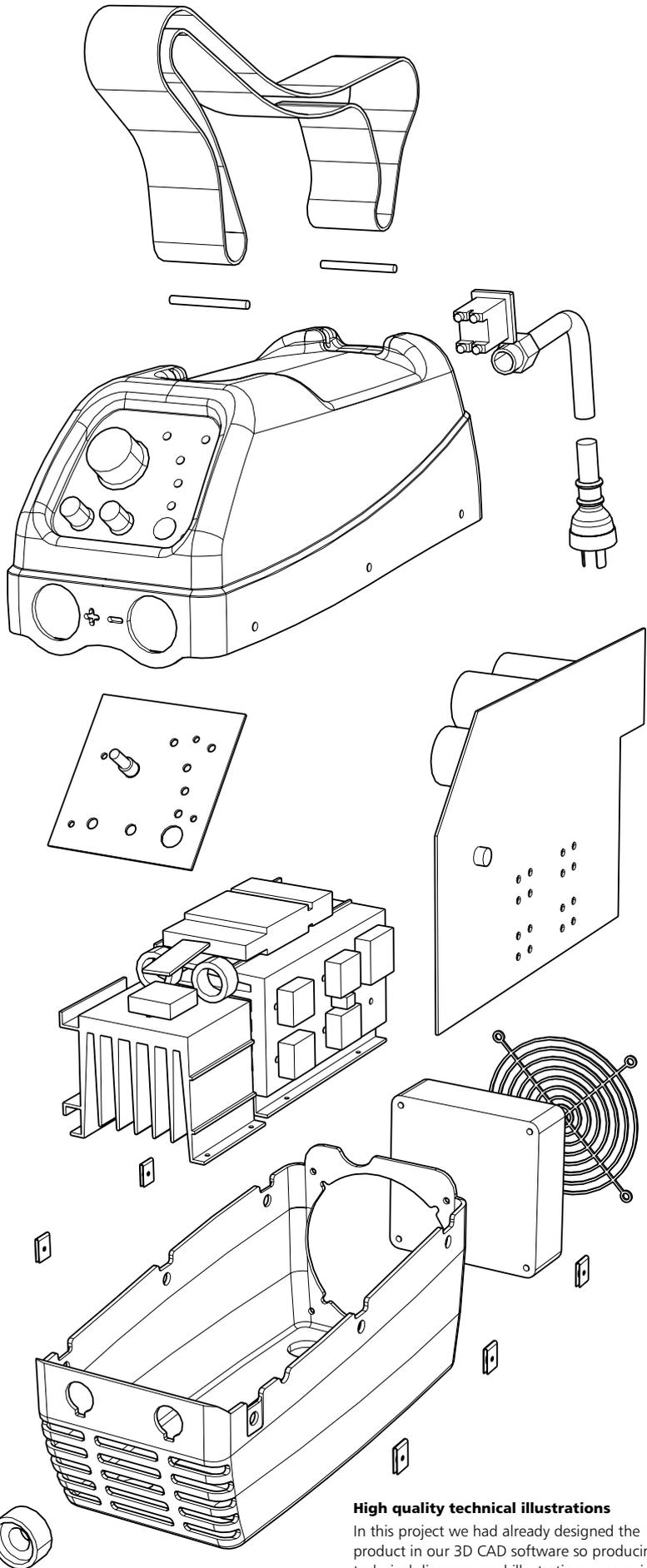
**Welding Industries of Australia identity**  
Welding Industries of Australia

**A** logo says a lot about a company. In the absence of any other evidence people make assumptions about the ability of a company and the quality of its products based on the appearance of its corporate presentation. For many companies using identities developed in a less brand conscious era this factor remains overlooked for years. While complete redevelopment of an identity is called for in some cases, in many all that is required is a simplification back to the essence of the logo.

**After**



**Before**



### High quality technical illustrations

In this project we had already designed the product in our 3D CAD software so producing technical diagrams and illustrations was quick and simple. However the same software can readily be used to model and create illustrations from any product, building or other object you may require.