



Arrivals

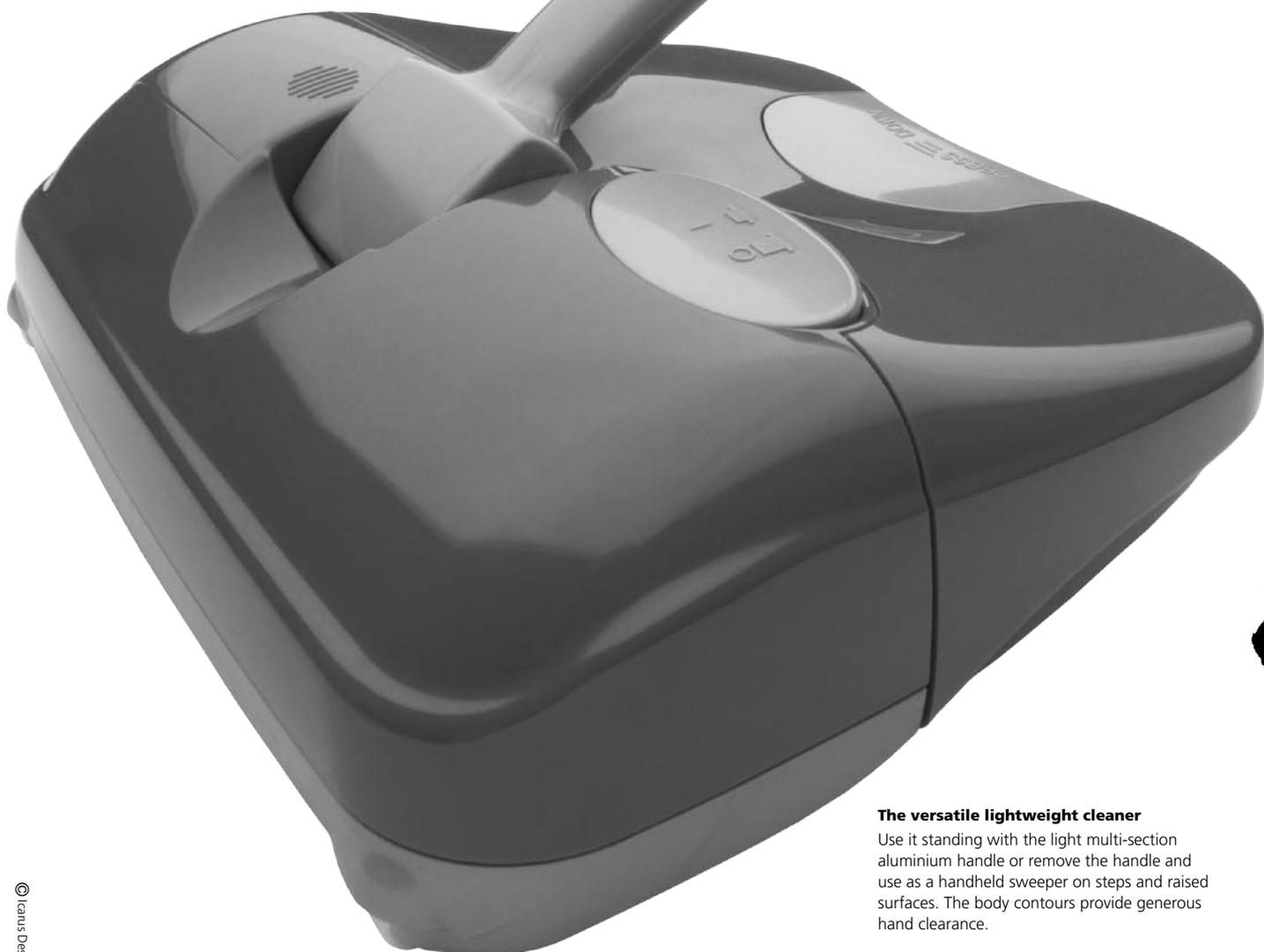
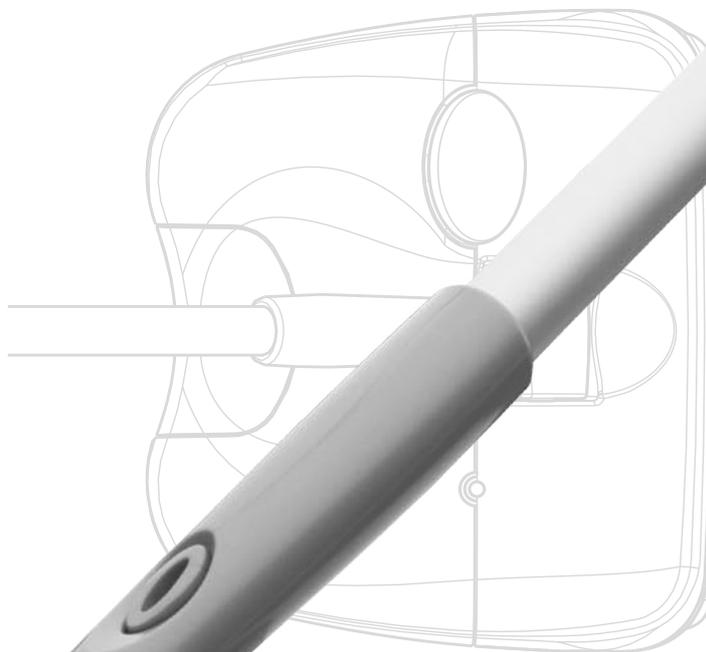
DESIGN | PRODUCT GRAPHIC WEB | JUNE 2004

High volume homewares for the US market

Rechargeable Carpet Sweeper

Hayco Ltd

This product required a complex blend of mechanism development, form development and ergonomics. The curvaceous surface of the product wraps around the mechanical and ergonomic details creating a sleek, furniture friendly electric sweeper. The 'squeeze and pull' dustpan grip makes dust disposal a breeze.



The versatile lightweight cleaner

Use it standing with the light multi-section aluminium handle or remove the handle and use as a handheld sweeper on steps and raised surfaces. The body contours provide generous hand clearance.

Applying appropriate design throughout the product delivery chain

Dual Yellow Laser Control Panel, Scanner and branding

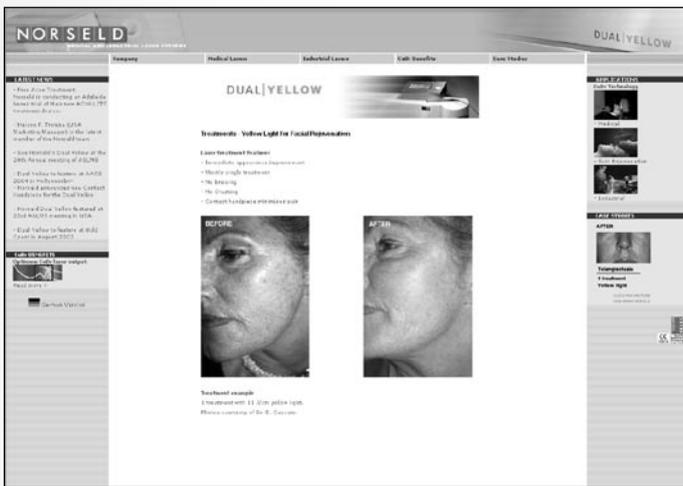
Norseld Pty Ltd

Norseld has engineered a uniquely effective medical laser that competes technically with international medical equipment brands. The challenge is to find appropriate production methods and materials to suit the batch manufacturing environment. In addition branding and promotional materials must present an image of a confident international company.

DUAL | YELLOW

Design skills to cover all aspects of product development and promotion

Machined aluminium, silicone cast urethane, product branding, commercial photography, web programming - Icarus provides skills to augment the capabilities of technically specialised manufacturers.



Programmed for functionality and the future

Norseld ASP Web site
Norseld Pty Ltd

Web has ceased to be an optional element of marketing and has become both an essential confirmation of a company's credentials and a starting point for many commercial relationships. An HTML on-line brochure is no longer sufficient. Database backed web sites in Coldfusion, ASP or PHP provide the flexibility to create scaleable, information-rich and easy to update sites.

www.norseld.com

Database backed web sites allow for future scaleability and easy up-upgrades

Web sites that support product sales and changing technical specifications require easy to upgrade menus and content. Unlike HTML web sites where changes must be made to each individual page, database driven sites allow for global changes to information and structure.

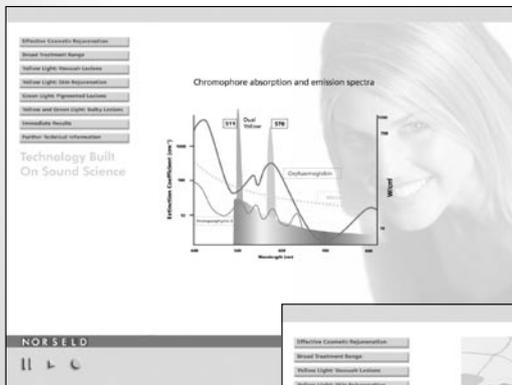


Presenting a consistent face to the world

Product brochures and multimedia

Norseld Pty Ltd

Consistency of branding and presentation across the full range of a company's promotional materials is an essential element in building customer confidence in the commercial and technical capability of a manufacturer.



Product brochures, web and multimedia presentations that reinforce

Customers gain awareness of a company from a variety of different introduction points. The company image and information should be consistent in all media.

