

Sneak Preview...
February 2002

Design Matters

Helix

www.helixdesign.net

Helix Design, Inc.

250 Commercial Street

Suite 3007

Manchester NH 03101

Tel 603.644.1408

EXIT

BEAR HUG



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When Tubbs Snowshoe company approached Helix Design they already had a project objective in mind. Their goal was to bring an easy to use, intuitive binding system to the market. The binding was to be the flagship binding that would help grab the attention of the snowshoe enthusiast. Tubbs is an industry leader in the snowshoe market; they were not simply looking to compete, they were looking to set the pace.

Our solution was a hit... The new binding system boasts an intuitive stance, one time instep and heel adjustments, and a left/right specific binding- a first in snowshoe history. Helix Design in conjunction with Tubbs expertise was able to remove a jumble of confusing straps and buckles and replace them with an easy to use ratchet system. Additional features included padded side walls, a "gas pedal" style toe to reduce snow packing, and a full release instep buckle to exit the bindings in just one click. To date, it has been touted as the most widely accepted binding by users in Tubbs' history.

BearHug Binding



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Play it again Sam...

After the BearHug binding system was proven in the shoe sizes of Men's 8-13 Tubbs asked Helix Design if we could translate the success to a smaller version. The new range was to cover Women's sizes 6-10. Because Tubbs had mentioned this plan early on, Helix was able to work towards a universal approach in the early stages of our design process. This played a particularly important role in keeping development costs down and meeting production deadlines. We were able to focus on important human factors issues like fit and comfort rather than force a design to work. Using many of the same design elements we developed a new binding that met the challenges of different shoe sizes and volumes. The result was an equally successful "family" look binding that could be used on Tubbs snowshoes designed specifically for women. Both products were delivered on time for the new season.

Small BearHug Binding







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Color Study



At Helix we use an advanced rendering process. This process allows us to deliver photo-realistic images to our clients before the product is in production. The page of images that you are viewing is a color and graphics study that was presented to Tubbs. The marketing team wanted help in visualizing the final product. The study was so successful that the product you'll find on the shelf today was graphically prepared directly from the renderings.



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Helix Design would appreciate the opportunity to discuss our ability to tackle complex projects like the BearHug binding system. Please feel free to give us a call at 603.644.1408. We'd be happy to set up a convenient time to meet with you.

We invite you to stop by our office in Manchester New Hampshire if you're in the neighborhood, or to visit our web site at www.helixdesign.net. Thank you for your time, we look forward to speaking with you soon.

Please feel free to contact John Dalessio our Business Development Manager at x104 if you have any questions or comments about Helix Sneak Previews or to set up a presentation.

