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• **Product Design**

• Product Forecasting

• Engineering

• Prototyping

# Designing from the ground up...

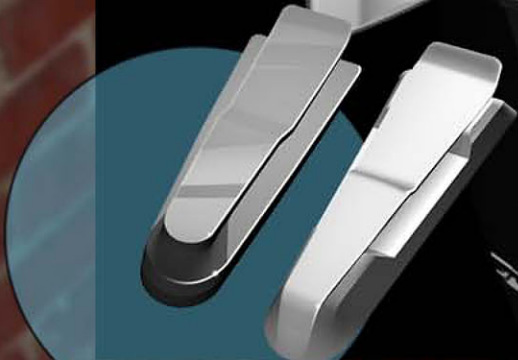
Tying products together...



...with sleek and stylish designs...



...and innovative problem solving.



MicroFridge®, an industry leader in compact specialty appliances, wanted a cutting edge look and feel to highlight their new line of combination refrigerator and microwave appliances. The line includes patent-pending "Safe Plug®" technology and features a Dual Outlet Charge Station that enables people to safely and conveniently charge a range of popular electronic devices.

In addition to new styling for the combination appliances, MicroFridge® also needed cord management solutions and design for approved manufacturing techniques.

Key parameters for the MicroFridge® project included neutral unit cost impact, reversible doors, design for specific door construction techniques, and door handle designs needed to be ADA (Americans with Disabilities Act) compliant.

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## ...and revitalizing a brand through design.

There were two primary designable elements on the MicroFridge® project: the appliance doors, and the cable management system.

### Appliance Doors

- door concepts that seamlessly tie the microwave and refrigerator together
- enhanced access through refined ergonomic considerations
- made use of existing hardware while incorporating bold design elements that added only minimal expense

### Cable management

- devised an innovative door hinge cover that concealed hinge hardware while capturing recharger cords

Two versions were designed to meet different cost and presentation objectives. Upon client approval, 2D documentation was provided for easy implementation by manufacturing resources.



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