



“The team was able to identify key features that can bring delight to our customers”



Ben Brenton
Chief Innovation Officer
at Snap-on

What Ben had to say about Helix Design

“Snap-on has worked with the Helix team on a number of projects from up-front research to concept development. The team was able to identify key features that can bring delight to our customers.

I've always appreciated the team's flexibility and capability to complete a project with very little maintenance.”

Services Utilized

- HelixOne Research
- HelixOne Concept Development
- On-site video interviews
- PDF presentation development
- 3D Printed prototypes and focus group test fixtures/props