

# woodsdesign.

1D / 2D / 3D



WEB / BRAND / PRODUCT / **PORTFOLIO**

Woodsdesign is a design service provider. We provide design work for business, working with clients that range from gritty start-up to established multi-nationals. Clients include individual business owners, management, in-house design teams, and marketing teams.

Our job is to combine a creative design process with high level technical output.

We use an integrated professional approach for 1D, 2D, and 3D projects using a logical grouping of design and technical skills. Please get in touch if you would like a more thorough presentation of work.

## SERVICES OFFERED

### 1D PROGRAMMING + WEB ARCHITECTURE

- + Our aim for programming is the production of efficient, functional code.
- + We use up to the minute programming techniques for working in web.  
We are proficient in PHP, C#, C, .Net, Javascript.
- + Sites completed include e-commerce and Content Management Systems (CMS) sites.
- + These range from complex, database driven sites, to simple, brochure sites.
- + We use 2D skills to drive the essential look and feel of a new website.

### 2D BRAND STRATEGY + COMMUNICATION

- + Branding is essentially positioning a company and its outputs within a market.
- + Branding is a visible and sometimes 3D entity that communicates the product or service quality a company provides.
- + Brand Strategy helps define how your customer will perceive the value of your offering. The goal is to help achieve suitable sales.
- + We take a 'customer benefits' approach, seeking to communicate clearly to your customer the benefits of your product or service.
- + Communication is enhanced by original thinking and clever design work.
- + Branding strength is determined by exactly what the customer experiences once they start interacting with your product or service.
- + Customer design-experience is aided by an integration of design disciplines.

### 3D INDUSTRIAL DESIGN + ENGINEERING

- + We have completed design work for production of products in Australia, China, Germany, Hong Kong, New Zealand, Singapore, and Switzerland.
- + Project types range through for Automotive, Capital, Consumer, Electronic, Whiteware, Sports, and Ultra-High Volume products.
- + We work currently with a mix of MNC, SME and startup companies.
- + Industrial design is very much about 'design for the customer experience'.
- + We incorporate high-level mathematical analysis for mechanical design with engineering partners in New Zealand and South Australia.

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CLIENT: **THE LINES COMPANY**  
PROJECT: EV Chargers / National Park

For The Lines Company we designed a dual charger plinth. It is cast in three main sections of concrete. Concrete was chosen to fit in with the impressive, volcanic backdrop to this installation. The castings were ground and sealed. A cast aluminum disc forms the head of the unit complete with signage for users.

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CLIENT: BIOLUMIC LIMITED  
PROJECT: LED Lamp Housings

This interesting project was completed for Palmerston North company BioLumic. Their UV technology delivers ultraviolet light to seeds and seedlings. This triggers biological mechanisms that then increase plant growth, vigour and yield. The new lamp design was manufactured in New Zealand and has been applied firstly in Spain.

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**3D** PRODUCT - CAPITAL / WHITE GOODS



CLIENT: **SKOPE INDUSTRIES**

PROJECT: COOLER

This was our second major project for Skope Industries and involved design for a new commercial cooler. It has been manufactured and sold into both New Zealand and Australian markets and is used extensively by CocaCola. Design emphasis was placed on retaining form factors developed for an earlier curved door cooler, simple, elegant design, and much improved human factors ie soft form handles and exterior. It has been particularly successful, being sold into the majority of petrol stations and food outlets in New Zealand.



CLIENT: **THE GREAT DIVIDERS CO**  
PROJECT: **ELECTRONIC DIVIDERS**



The Electronic Dividers was a project where we worked closely with a local electronics design firm. The product utilized injection moulded parts and high pressure die-castings. The castings were used to add weight and increase perceived value.



**CLIENT: NUEVO TECHNOLOGY**

**PROJECT: YARD JET**

Nuevo Technology's YARDjet system works with a FLOW Ultra High-Pressure pump generating 45,000psi. Here it is used to clean the holding yard of milking sheds. Design included Beam and Wash Head. The beam housed electric motor, alloy beam, drive system, and mobile carriage. The floating nose grades the cow-dung into position whilst providing a contained wash zone. Internal to the Wash Head a hardened manifold inserted with jet nozzles completes this equipment.



CLIENT: **EATON**

PROJECT: **EATON RECTIFIER**

We provided concept design work for this project to design new rectifier casings for Eaton. Design work was sent to Europe for market evaluation. Concepts were drawn from several design houses. Our designwork was preferred by 80% of respondents in Europe.



CLIENT: NAVMAN  
PROJECT: R300 SPORT TOOL

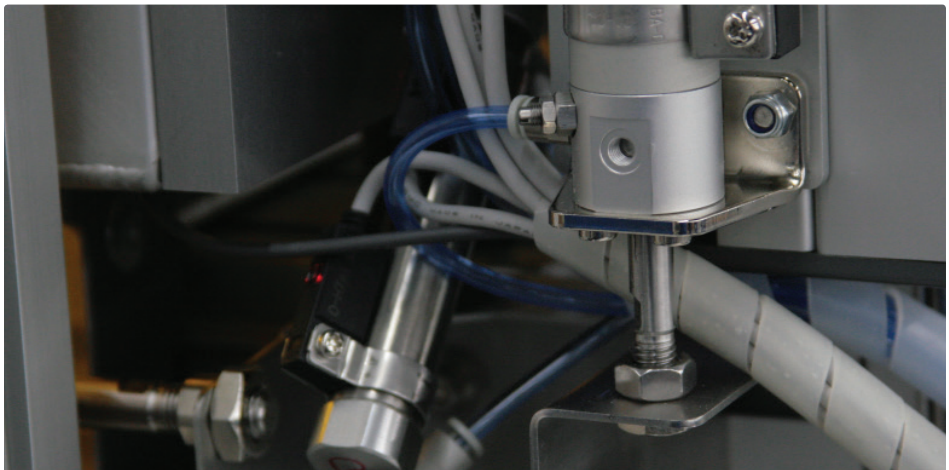


This project involved the design of a small personal GPS unit for Navman. During this project we worked with Navman marketing partners in Europe to select the concept from options we provided. This product was marketed throughout Europe in the sports accessory market.

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3D ENGINEERING - CAPITAL / MACHINE



CLIENT: **DYNAMIC CONTROLS**  
PROJECT: TEST MACHINE

This was a project that involved the design of a machine for testing the electronics of a joystick for wheelchairs. It required highly accurate machining of parts to allow accurate test pin placement. Outcome was that the machine proved to be totally reliable and accurate.



CLIENT: **SYFT TECHNOLOGIES**  
PROJECT: VOICE 100 SPECTROMETER



This project for Syft required design and manufacture of all exterior mechanical components for the Syft Voice 100. This machine is a \$250k device used in hospitals and commercial applications for detecting VOC's (Volatile Organic Compounds) in parts per billion.

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## contact detail.

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