Understanding Design
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Module - 05
Start of Section 3
Lecture – 27
Success through new materials and manufacturing

Rashmi, can you share a successful project from your own design studio?

Yeah sure, when we were commissioned at studio Korjan to design an air cooler back in 1989, it was the first time that a mass produced air cooler was being envisaged. At that time small outfits made metal coolers, mostly custom made and few manufacturers made products that were out in the market.

Very noisy.

Noisy and also they would rust. The brief for us was that it had to be a compact cooler and it was designed for window installation just like an air conditioner.

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We design the product to be mass produced by a process of plastic injection molding and since it was large, we broke it up in to six interlocking plastic components which could

be easily assembled. This reduced the cost of tooling the product. The client had no manufacturing set up of his own and they used to get the product manufactured from vendors, and they had an assembling facility and this save them time and money that was the birth of the high quality symphony air cooler.

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I know I remember I had one.

Yeah and it was a product that was intended. So, that it would never rust. So, actually in this way new materials, new manufacturing techniques played a great role in the success of this product. The Symphony Cooler caught the imagination of the market. In the first year alone the company sold 25,000 coolers 3 times what they had targeted. The product became the main stay of the company and the company then changed their name to symphony limited. In fact, we designers were amused when several imitation products cropped up in the following summer.

Like they say imitation is the best form of flattery.

So, you know sometimes designers invent a product, which applies an existing technology in an entirely new way. This could lead to a radically new product which could be patentable. Let me tell you about design directions.

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A Design consultancy firm run by our friends Satish and Falguni Gokhale, they have come up with the design for a dry powder inhaler for asthma patients. Combitide Starhaler is a 60 dose dry powder asthma inhaler providing uniform deep lung delivery of the drug to patients.

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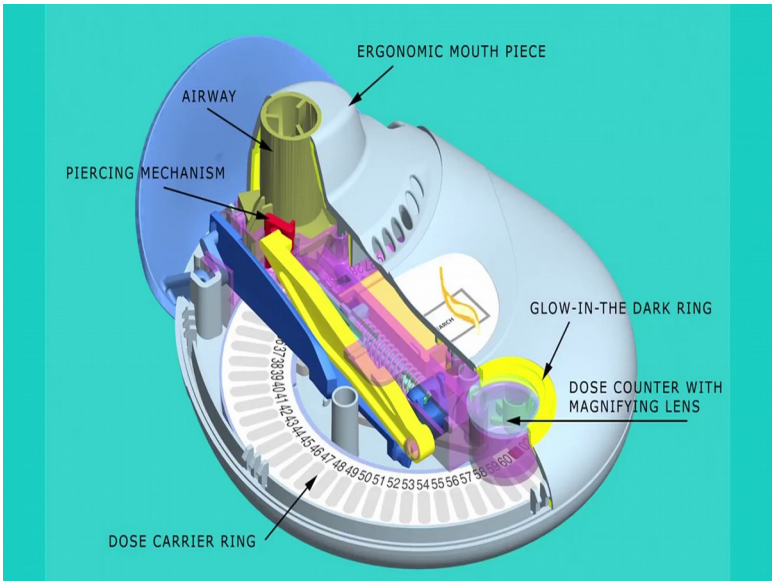

The inner-inhaler has a very resourceful design and it is designed to increase efficacy by helping the drug reach deep in the lungs where it is most required and give faster relief to

the patient. This enables the drug dosage to be reduced by half it also lowers the expense for the user and also reduces the amount of drug that going into the system.

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It is simple to operate by the patient and a special mechanism eliminates the possibility of the error of double dosage.

Is it out finally?

Yes, this is now been taken up for manufacture and its available in Indian and global markets.