

# A year of launches

For **DCA**, one of the world's leading product design and development consultancies, 2013 has been a year full of successful product launches for their clients

'Our mission is to help our clients achieve success through great product design' explains Rob Woolston, DCA's Managing Director, 'It's really good to see so many successful product releases for our clients through one year, in all our market sectors'.

DCA's largest market sector is medical and scientific and 2013 saw major launches of a number of award winning medical devices for DCA clients in this sector. Woolston comments: 'We are delighted to have won a 2013 iF product design award for our work in this area, particularly as this adds to a Chicago Athenaeum Good Design Award win and a Japan Good Design Award in the year, both for medical devices. It has been a fascinating time for our medical and scientific team as we start to see our clients launching medical devices we have designed to be both produced and sold in emerging markets. We have been very excited to be heavily involved throughout the entire development and production process for these complex global projects but most of all excited at the potential to create leading products focussed on emerging markets, not only as the production base, but also as the target launch market. This is a growing trend, and not just in this sector', explained Woolston.

To underline this point, in 2013 DCA's consumer sector, led by DCA Director Nick

Mival, has seen significant growth with an increasing amount of projects specifically for the emerging markets.

For RB's (formerly Reckitt Benckiser) Brazilian pest control brand SBP, DCA helped create and launch Noites Tranquilas, a new electronic insect repellent. DCA's responsibility was the industrial design and development work in partnership with RB's R&D and Global Design Management teams. DCA also worked with the same RB teams to create both Velvet Smooth, a new electronic foot file for RB's footcare brand, Scholl, and

several core products for RB's Air Wick brand. These included a new FreshMatic air freshener device, a refill and a reed diffuser.

'2013 has been a great year for our consumer sector with a series of launches for global FMCG brands such as Stella Artois, Aquafresh, Airwick and Scholl', explained Mival.

For Stella Artois, DCA created new glasses for Cidre and Stella Artois Black. 'Stella Artois's original range was fragmented' explained DCA's Peter Kay who leads design for FMCG, 'Our new designs echoed the language of



the iconic Chalice glass while giving each drink its own uniqueness. The complete line up demonstrates the power of developing a consistent visual brand language (VBL) across a product range, whilst retaining the individual character of each member of the family.'

'Consumer healthcare is a growing core area of expertise in DCA' explained Nick Mival 'We are uniquely positioned to help clients successfully deliver products in this category due to our depth of experience in medical devices and FMCG brand work.' An example of this is a series of launches in 2013 for GSK's Aquafresh brand. DCA, in partnership with the GSK Global Design team, helped create three ranges of Aquafresh Kids brushes. These included a multi-functional teether, an 'octopus' milk teeth brush, a range of animal brushes for three to five year olds that celebrated animals with great teeth, and the 'irregulars' range for older kids.

Meantime, DCA's commercial and industrial sector has also seen a series of successful launches in 2013. DCA helped Linx design their latest TJ725 printer. This type of versatile printer is an integral part of production lines for a wide range of industries. So extremely high levels of reliability linked to reduced total cost of ownership are critical to the Linx TJ725's success. For AMETEK Taylor Hobson DCA helped design and develop the new Surtronic S-Series portable surface profiler. It was developed to withstand the rigours of the often rugged and aggressive industrial environments within which this equipment needs to deliver high precision surface texture measurements. James May, DCA's

Commercial and Industrial Sector Manager, said: "The S-Series design was shaped by the VBL guideline DCA generated during an earlier project and shows how powerful this tool can be, since it successfully accommodates the full product range, from large format laboratory equipment to portable devices."

DCA also supported Watson-Marlow with the multiprocessor hardware architectural design and writing of the embedded software for their first product in its new Qdos30 range of metering pumps. This type of pump is used in critical applications such as drinking water disinfection and reagent dosing in mineral processing.

Finally, 2013 has been a very busy year for DCA's transport team. As part of the project to design the interiors for Hitachi Rail Europe's new Class 800 series trains that form a key part of the government's Intercity Express Programme (IEP), it was announced



Opposite top | Scholl Velvet Smooth  
Opposite left | Stella Artois Glassware  
Left | Aquafresh Teether  
Below | Surtronic S-series Profiler  
Below centre | SBP Insect Repellent

by the media that the construction of a full size mock-up of all the passenger interiors and driver's cab was in an advanced stage at DCA's workshop facilities in Warwick. DCA's Technical Director, Rob Bassil, said: "These new trains will offer passengers a step change in reliability, capacity and comfort, and Hitachi has challenged us to deliver an iconic interior design to underline these benefits. We are very excited by the prospect and have put the right staff, resources and processes in place to support Hitachi in doing exactly that."

**DCA**  
www.dca-design.com