

# Design As The Decisive Competitive Factor

•New corporate design of the ZAHORANSKY GROUP from the Ottenwalder und Ottenwalder design agency.

•A clearly structured, white trade fair booth with dark blue color accents. It was the premiere for a completely new machine design in an expansive booth layout. The Ottenwalder und Ottenwalder design agency presented itself as one of ZAHORANSKY's innovation partners. The enthusiastic response of the trade fair visitors confirms the result of the fundamental joint development of the past two years, during which the corporate design of the ZAHORANSKY GROUP was redefined.

The new design of the ZAHORANSKY machines is a statement affirming the company's innovativeness and communicates "inner" values, such as quality, modernity, reliability, maintenance ease, performance and efficiency. It is an important ambassador of the corporate philosophy.

However, not only the new machine design stems from OundO. The creative minds from Schwaebisch Gmuend also designed the ZAHORANSKY trade fair toothbrush, produced directly at the fair to demonstrate the new integrated anchorless production technology. The attractive design is combined with maximum functionality and geared to optimal productivity for the customers. The special edition design toothbrush in elegant black/black with green neon filaments was especially popular as a giveaway.

The new two-component dishwashing brushes from OundO, which can be mounted on the ZAHORANSKY C245 in different brush configurations at the same time, are another exemplary product.

## Good design? Good products!

The Ottenwalder und Ottenwalder design philosophy focuses on products which embody perfection in their function. These are products which are appealing and invite the user to identify with them - products that make good economic sense for both the manufacturer and the user. Right from the very outset, the office's design proposals are conceptualized with a view toward perfect industrialization and market presence attuned precisely to the target group. Petra Kurz-Ottenwalder and Max Ottenwalder, together with their team in Schwaebisch Gmuend, see themselves as a services organization whose efforts not only make a product good, but profitable, as well.

OundO define design development to include: product design and development, design consulting, design engineering using 2-D and 3-D CAD, model building, design management for engineering, for material and process technologies, prototyping, tool and die making.

Services which OundO provide in collaboration with selected network partners: consultation and support in marketing activities, graphic design, product photography, press and public relations work, market research and trend analyses.



