INDUSTRIAL DESIGN AND MANUFACTURING

WHY USE INDUSTRIAL DESIGN?

Intensifying global competition among firms

The National Endowment for the Arts supports a wide range of design fields and industries, including industrial design, through grants, research reports, and more. Industrial design involves developing innovative solutions to company- and product-related challenges. It is integral to increasing company value and growing market share in small- to medium-sized manufacturers.

“Awareness of the value of good design is at an all-time high. Good design...”

– Paul Hatch, DesignHouse and Deana McDonagh, University of Illinois

BENEFITS OF INDUSTRIAL DESIGN TO MANUFACTURERS

Lowered cost through improved manufacturing and minimized product-to-market time

UP TO 95% of production costs occur at the design stage

INCREASED REVENUE AMONG SMALL MANUFACTURERS

17.5% average sales on improved goods and services

INCREASED CORPORATE VALUE

Some design-led companies outperformed the S&P by 219% between 2004 and 2014

NOTABLE INDUSTRIAL DESIGN PARTNERSHIPS

HEALTHCARE:

PRODUCT: ReMotion Knee, a prosthetic knee joint

ENTERTAINMENT:

PRODUCT: Virtuo, an interactive jukebox

TRANSPORTATION:

PRODUCT: Bike trailers (now owned by Britax)

EXAMPLE RESOURCES FOR SMALL- TO MEDIUM-SIZED MANUFACTURERS

INCREASED INTEREST IN INNOVATION

169,108 design patents awarded by the US Patent and Trademark Office between 1998 and 2012

OF AWARDED DESIGN PATENTS:

45%: US companies

32%: Foreign companies

23%: US individuals

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