




DANIEL KRÖKER

INDUSTRIAL DESIGNER

design director
innovation leader
UX designer
design strategist

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U.S. green card protocol

No. SRC2390138241

see all projects at
www.arbodesign.com



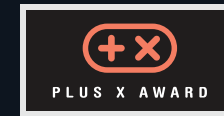
DANIEL KRÖKER

01. STORYTELLING



DANIEL KRÖKER, MA

Daniel is a multidisciplinary Design Leader, able to manage cross-functional teams at all levels, from ideation to execution, which combines hands-on technical excellence, creative ingenuity, and exceptional leadership skills. He has over 25 years of international experience in the design field, working in a variety of design areas including industrial design, UX, strategy, and consumer research. All of that, acting with global corporations, agencies, and start-ups, as well as consultant, adviser, or project leader, **translating unknowns into clear and tangible outputs**. Complementing his experience, Daniel holds a Master's in Design degree, which equips him with research acumen to infuse trend analysis and innovative problem-solving into every project. He has the U.S. EB-1 Green Card Protocol No. SRC2390138241.



25+ yrs. of experience, living and working in Brazil, Italy, France, and the UK (short experiences in Sweden and China)

2011 · **current** promoting growth as DESIGN DIRECTOR at ARBO design

65+ international and national awards received (IF, Red Dot, A' Design, and others)

30+ patents and registrations at the INPI and international bodies

1000+ projects · research, strategy, branding, VBL, industrial design, visual & graphic design, UX & UI, service

150+ countries with launched design solutions

Variety of areas Global Corporate, Agency, Consultancy, Adviser, Start-up, Project Leader, Academic Lectures

Strong skills to leading teams, solving problems, communicating, storytelling, prototyping, and design methods

Proficiency with manual sketches, Rhinoceros 3D, photorealistic renderings, Adobe Suite, Design Thinking, Figma



1998 · 2005 DESIGN FOUNDATION · to accumulate experience

in experimentation in the design fields: ID, UX (web), 3D, interior, Graphics, Prints, and Packaging
working under supervision, in-house design studios, or in collaboration with agencies in Brazil

Experience: Spin Design (Brazil) · MCA Design (Brazil)

2006 · 2009 TECHNICAL & INNOVATION · technical tools

design strategy, conceptual development, 3D modeling, innovation & road maps, design thinking
working in the collaborative ambient: ID, strategy plans & innovation

Experience: Centro di Ricerca Sviluppo DA (Milan, Italy) · Philippe Starck (Paris, France) · Agencies (London, UK)

2009 · 2011 FACTORY & MASS PRODUCTION

Design dedicated to mass production, hard collaboration with the engineering team

Design for manufacture, mass production, Pre-PI (engineering process & flow, molds & tooling, quality control)

Experience: Electrolux (Brazil | Stockholm, Sweden) · Midea Group (Foshan, China)

2011 · 2023 STRATEGY & MANAGEMENT

ARBO | Toshiba · Japan | Midea Group · China · Southern East Asia · Singapore, HK & Taiwan · United States
strategy, management, and design education

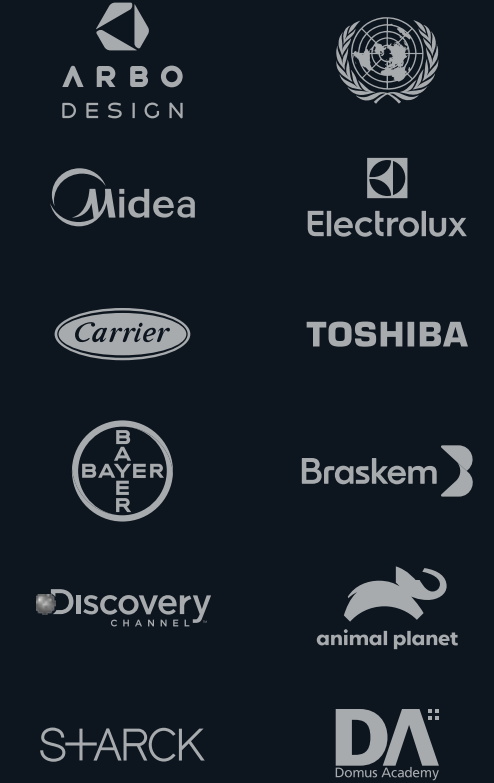
innovation process, VBL development, design process, relation between teams / factory

Experience: ARBO (Brazil) · Toshiba (Tokyo, Japan · Singapore) · Midea Group (Asia · LatAm · US) · Bayer (LatAm)

2024 · >>>> THE U.S. CHALLENGE

A class market, huge corporations, aggressive competition, mature design
new technologies: AI · ML · IoT · VR · AR · Metaverse · Blockchain

01. STORYTELLING | EXPERTISE



EDUCATION

Master in Industrial Design
Domus Academy
Milan, Italy · 2007

Bachelor in Industrial Design
Pontifical Catholic University
Curitiba, Brazil · 1999

Chemistry Engineering
Pontifical Catholic University
Curitiba, Brazil · 1996 · 1998 (unfinished)

STRENGTHS & SKILLS

Personal Characteristics

- leadership, problem-solving, creativity, adding value to the business
- vision for meaningful innovation, anticipate problems and improve routines
- excellent communication and presentation skills (including design software)
- curious and highly motivated to explore unknown territories, and solve problems
- hyper-focus and extreme concentration potential, aikido black belt, advanced level musician, mythology & comics interest


Strategy & Performance


research (consumer, market, and trends), design process, strategic positioning
strategy & VBL building | maintenance (visual brand language)
appliances and electronics, global projects, supplier quality improvement, Asian industry, 3D modeling, rendering, and prototype

Languages

Portuguese native English fluent Italian fluent Spanish reading and listening Chinese basic student

PERSONAL REFERENCES

João Claudio Guetter
CEO at Midea LatAm
 joaoguetter

Leonardo Barcellos
Marketing VP at Lazarda Group
 leonardobarcellos

Rodrigo Teixeira
CMO at Midea US Corp.
 rvcteixeira

Henrique Mascarenhas
CMO at GfK
 henriquemascarenhas



DANIEL KRÖKER

02. STRATEGY DESIGN



TACTICAL &
OPERATIONAL

TURN IDEAS INTO PRODUCTS

STRATEGY

INNOVATION THROUGH STRATEGIC DESIGN

01. Design Immersion

mapping and understanding the environment, future forces & consumer touch-points

· innovation road map, consumer analysis, focus groups, competitor analysis, trend directions, and others

Deliverable: concept & opportunities mapping | consumer analysis | benchmarking | trends | road map

02. Identity & DNA

branding & positioning

· visual directions guidelines, packaging, communication support, iconography, publications, web, and others

Deliverable: brand book | visual identity book | satellites

03. Visual Brand Language

product & family language (VBL *)

· VBL strategy guidelines, design directions, design principles

· product family guidelines, design assets, family signatures and connections (shape, CMG, FFF, UX, technology)

Deliverable: VBL strategy book | family assets

04. Product Design & Management

management tools & process full attendance

· 3D, mock-up, product documentation, specifications, process attendance & integration

· training teams (innovation process, VBL development, design process, relation between teams/factory)

Deliverable: product | prototypes | 3D (surfaces) | specs and documentation

satellites | high resolution images | packaging | manuals | sales point | communication

* VBL: Visual Brand Language is the intrinsic design qualities, which serve to convey product messages through its consistency of application across a brand's output, in order to identify it as unique adding value quality, efficiency, and strength.



INNOVATION THROUGH STRATEGIC DESIGN

TURN IDEAS INTO PRODUCTS

SETTING STRATEGIC DIRECTIONS

A. IMMERSION

- company · internal / external inputs
- business strategy
- current development process
- business intelligence
- competitor's analysis
- consumer journey
- consumer insights

deliverable: immersion report | benchmarking

B. POSITIONING

- trend mapping
- macro trends | behaviors | design directions
- touchpoints & future forces
- redefine territories
- discover consumer needs & desires
- personas
- scenarios

deliverable: trend map | positioning report

C. INNOVATION ROADMAP

- in house · 3rd part ideas
- split the problem into parts
- problematization / wicked problems
- link gaps to latent needs & hidden desires
- ideas generation

deliverable: map of opportunities

DNA & BRAND LANGUAGE

D. BRANDING

- brand book
- brand identity
- satellites (corporate, packaging, POP, sales, communication, templates, manuals and more)
- brand experience
- tag lines, tone of voice, images, services, people

deliverable: visual identity · system book

E. DESIGN PRINCIPLES

- design values
- design reading · product perceptions
- design principles

deliverable: VBL book · part I

F. ASSETS GUIDE

- signature lines
- shape
- color, material & graphic (CMG)
- iconography
- fit, feel & finishing (FFF)
- interface & user experience (UX)

deliverable: VBL book · part II

G. TRANSFER THE KNOWLEDGE

- training teams
- workshop

milestone | design themes & product experience matrix

milestone | design meta concepts

TACTICAL & OPERATIONAL DESIGN

H. PROJECT KICK-OFF

- briefing
- files (3D, artworks, images, etc)
- available technology report
- project timeline

I. INDUSTRIAL DESIGN PROCESS

- conceptualize
- mood boards
- sketches & renderings

deliverable: concepts

visualize

- surface 3D & fast prototypes
- photorealistic renderings
- volumetric & ergonomic analysis
- preliminary CMG

deliverable: realistic renderings

realize

- product configuration (final details & CMG)
- aesthetic mock-up to consumer validation

deliverable: mock-up | consumer report

J. IMPLEMENT

- engineering (final 3D, docs & SPECS)
- satellites & communication support
- mass production monitoring



INNOVATION THROUGH STRATEGIC DESIGN

TURN IDEAS INTO PRODUCTS

SETTING STRATEGIC DIRECTIONS

A. IMMERSION

What is the DNA? And the company's mission, vision & values? What is the general & specific goals in the short, medium, and long term? What's the main strategy? What we do better? tools: desk & field research, SWOT, Ansoff, 360°, journey map, diamond strategy, user & ethnographic, strategy analysis, checklist

B. POSITIONING

Where our DNA is positioned and where to go. Who are the consumers? What are their needs, desires, behaviors, perceptions or patterns? How to cross future and present to create desirable future scenarios? How to make a difference to the consumer? tools: trend mapping, design themes & trend canvas, experience evolution analysis

C. INNOVATION ROADMAP

Where can we work to innovate? What are the main issue to solve? Is it possible? And if...? What is necessary to implement? When? tools: mind maps, 5W2H, TRIZ, 5 whys, 6 hats, SCAMMPER, Ishikawa chart, FISP, life cycle, problem analysis, priority evaluation matrix

DNA & BRAND LANGUAGE

D. BRANDING

How to express our core DNA? What are our motivations, qualities, benefits brand desires, and brand promises? There are some sensorial attributes (visual, auditory, tactile)? tools: technical tools, guides, and manuals

E. DESIGN PRINCIPLES

How to express our unique DNA through products? What is the task and the product expression? tools: VBL pyramid (iceberg), designing for perceptions (visceral, behavioral & reflective)

F.

How to translate verbal language into tangible elements? What are the structural elements of design? tools: experience matrix cross-analysis

G. TRANSFER THE KNOWLEDGE

training teams workshop

TACTICAL & OPERATIONAL DESIGN

H. PROJECT KICK OFF

What's the objective & scope? And design theme? tools: briefing, project requirements, gantt & PERT graphics (timeline), parametric analysis, QFD, PMF, SPARK

I. INDUSTRIAL DESIGN PROCESS

conceptualize ideas generation tools: semantic panel, morphological matrix, task / functional / structural analysis visualize

fine details tools: product panels, blueprints, ergonomic analysis, semantic perception matrix

realize preparing to test the final idea tools: cosmetic mock-up, focus group, consumer analysis, monadic analysis, hidden issues

J. IMPLEMENT

engineering (final 3D, docs & SPECS) satellites & communication support mass production monitoring

milestone | design themes & product experience matrix

milestone | design meta concepts



Immersion Report



Benchmarking



Trend Map

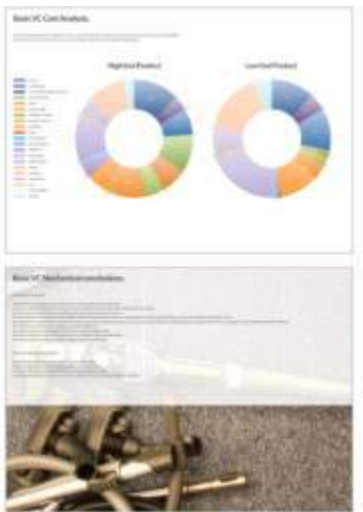
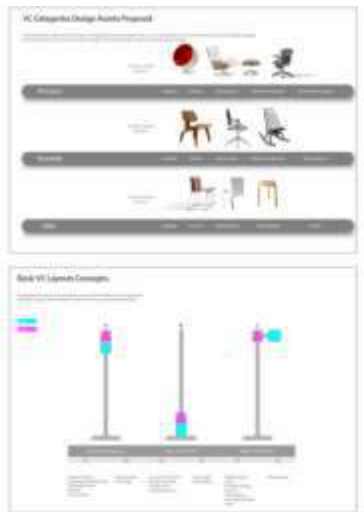


Positioning Report



design strategy | research

immersion & mapping opportunities



Map of Opportunities, Innovation Road Map



design strategy | innovation | internal process
 conceptualization & innovation road map



YABÁ
CACHAÇA



CACHAÇA OURO
blend de madeiras
700ml
40% vol

destilado de cana de açúcar
PRODUZIDO NO BRASIL



REGISTRO MAPA
PR 000075-2011



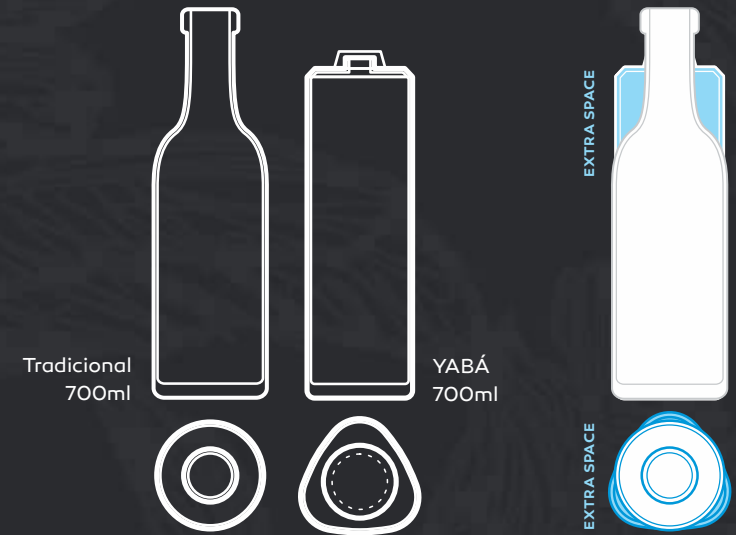
Grupo YABÁ
PROBLEM: seek excellence in exporting products
RESULT: increase logistics potential up to 86%



LOGISTIC INNOVATION · expressive gains on the logistic chain

The main concept is to use the design process to create innovation in logistics.

Gaining the maximum space on the logistics chain is the basic goal. The triangular neckless shape saves 86% on the volumetric space storage, which amplifies the efficiency during the logistics stage through the clever use of the space on stacking container's organization, land transport, storage and, consequently, saving resources as Carbon credits or the use of packaging material for both paper and bottle raw materials.

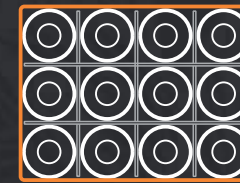


Tradicional
700ml

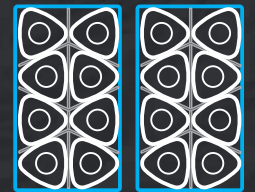
YABÁ
700ml

pallet

internal dimension 1200 x 1200mm
 tradition: 720 bottles
 YABÁ: 1.344 bottles
 save space: total gain of 86%



700ml Ø89 h320mm
 dimension 368x277x340 (LWH)
 weight 18kg
 stacking 5
 60 boxes · 720 bottles



700ml Ø72 h295mm
 dimension 295x169x310mm (LWH)
 weight 12kg
 stacking 6
 168 boxes · 1.344 bottles (↑ 86%)

This innovation is under patent registration (BR202021001166-7 / BR302021000275-2).



ARMINDA GROUP KITS & ACCESSORIES



Arminda Coffee Gourmet
PROBLEM: enhance consumer perception & add value
RESULT: increase price from US\$8 to US\$32 per coffee Kg



Exy Innovation - Exy One exoskeleton
PROBLEM: increase women's presence in the industry
RESULT: exoskeleton empowering women to work



Visual book



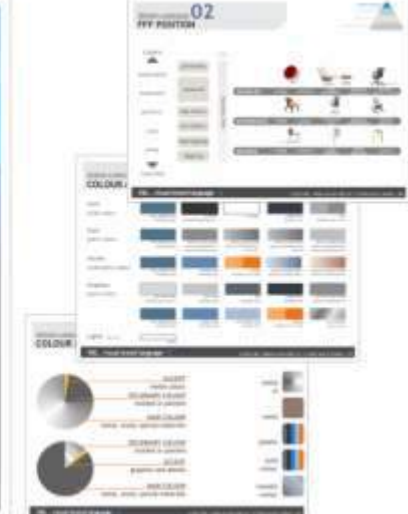
Brand identity



Brand Experience

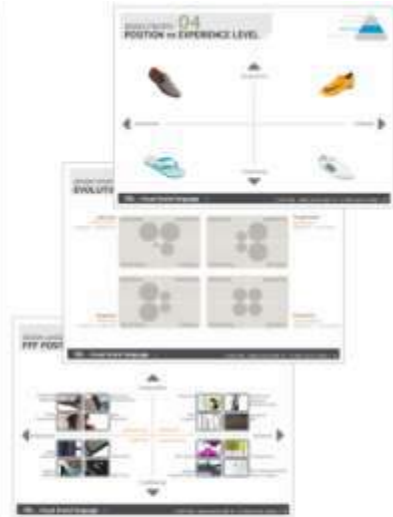
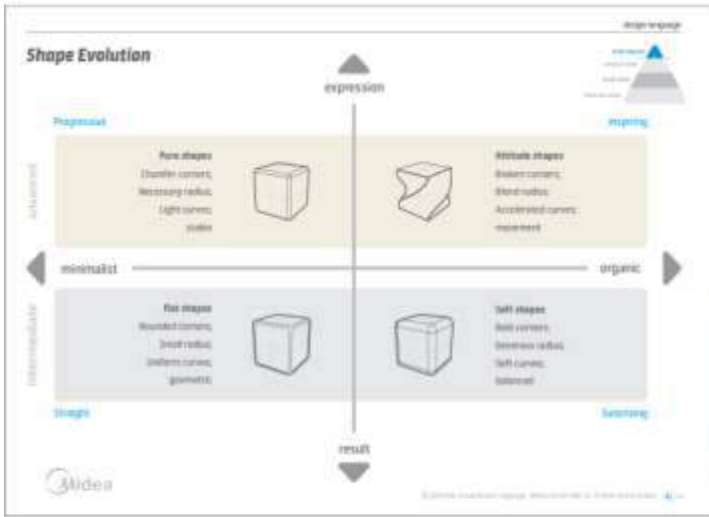


VBL Book



PROBLEM: deploy the Design Management Model

RESULT: DNA applied through VBL & Brand Book



Design Themes

Product Experience Matrix

Positioning



DESIGN STRATEGY | iceberg design structure

VBL • Visual Brand Language

The Iceberg Design Structure (or VBL pyramid) is the direct process of translating from verbal to visual values. It is a tool to build and communicate the brand language. It utilizes a building block approach to define the overall aesthetic guidelines and design philosophy. During this process, the design DNA is built until arrives from Core Values (Brand Strategy interpretation) to Design Language (product signature elements to create connection through products and differentiation in relation to competitors).

A. Brand Core Values:

Brand Core Values are the first analysis of the brand qualities, from the brand strategy.

B. Design Core Values:

Design Core Values are the first analysis of the brand's core values through the design lens. All brand qualities read with a design interpretation, highlighting keywords to guide the product positioning among consumer experience levels.

C. Design values:

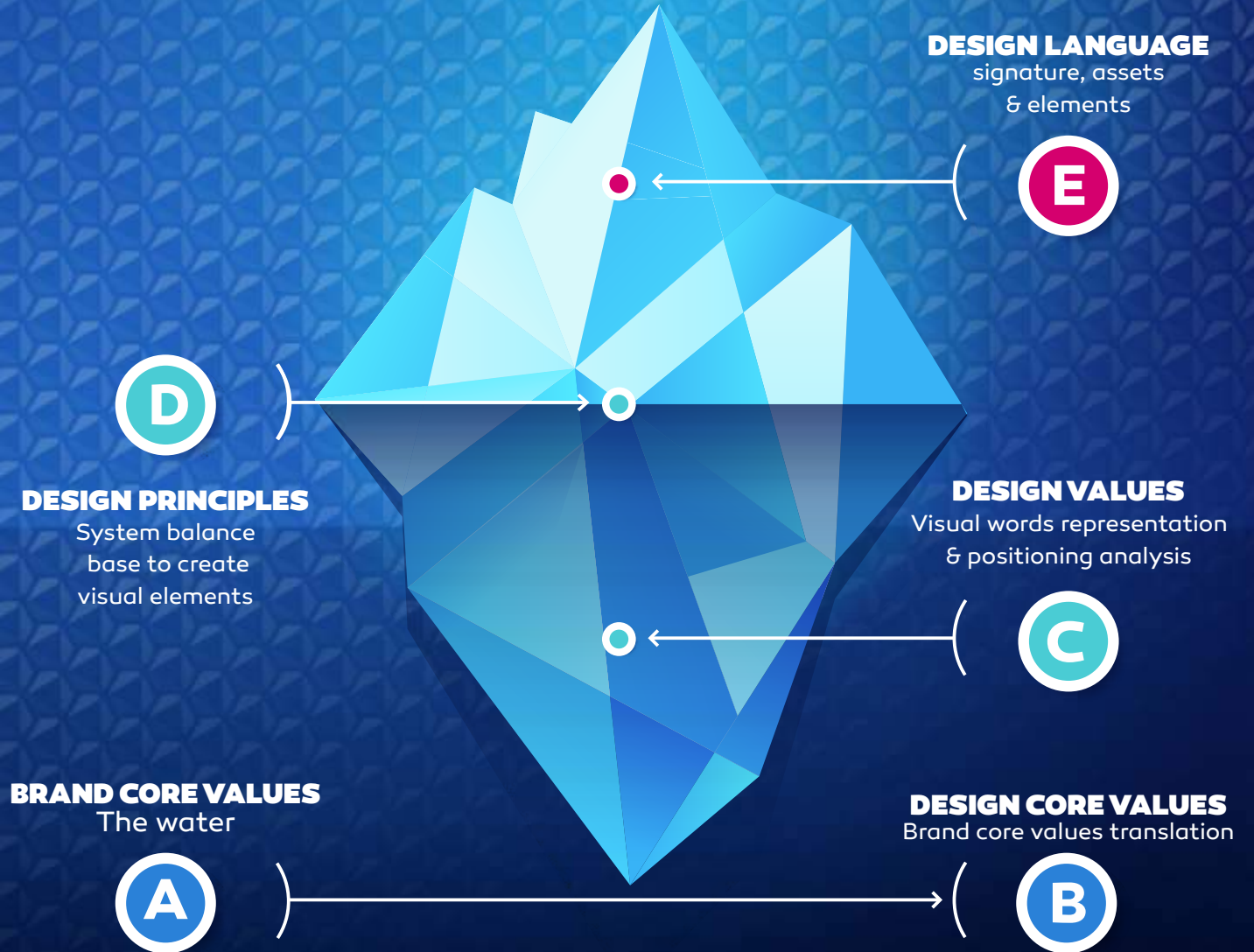
Design Values are the base for giving the visual position of the brand strategy. Based on Design Core Values, separates distinct consumer perceptions, and organizes product families into divergent experience levels.

D. Design Principles:

Design Principles are the bridge between verbal and visual. Combining words and images to start forming design characteristics, guides product development and brings all unique characteristics to communicate the company's promise through products.

E. Design Language:

Design Language is the specific and unchangeable design elements. It communicates the brand personality through form, texture, and graphics details. DNA is expressed by visual and tangible language.





Electrolux - Creative Line

VBL composing Global Electrolux family language



- 1. family signature
- 2. material
- 3. shapes and lines
- 4. usability

- 5. graphics and LEDs
- 6. connection by details - lines
- 7. connection by details - angles
- 8. logo application

Electrolux - Creative Line
 VBL assets & touchpoints



Pelonis America

VBL composing US Pelonis family language



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03. TACTICAL & OPERATIONAL

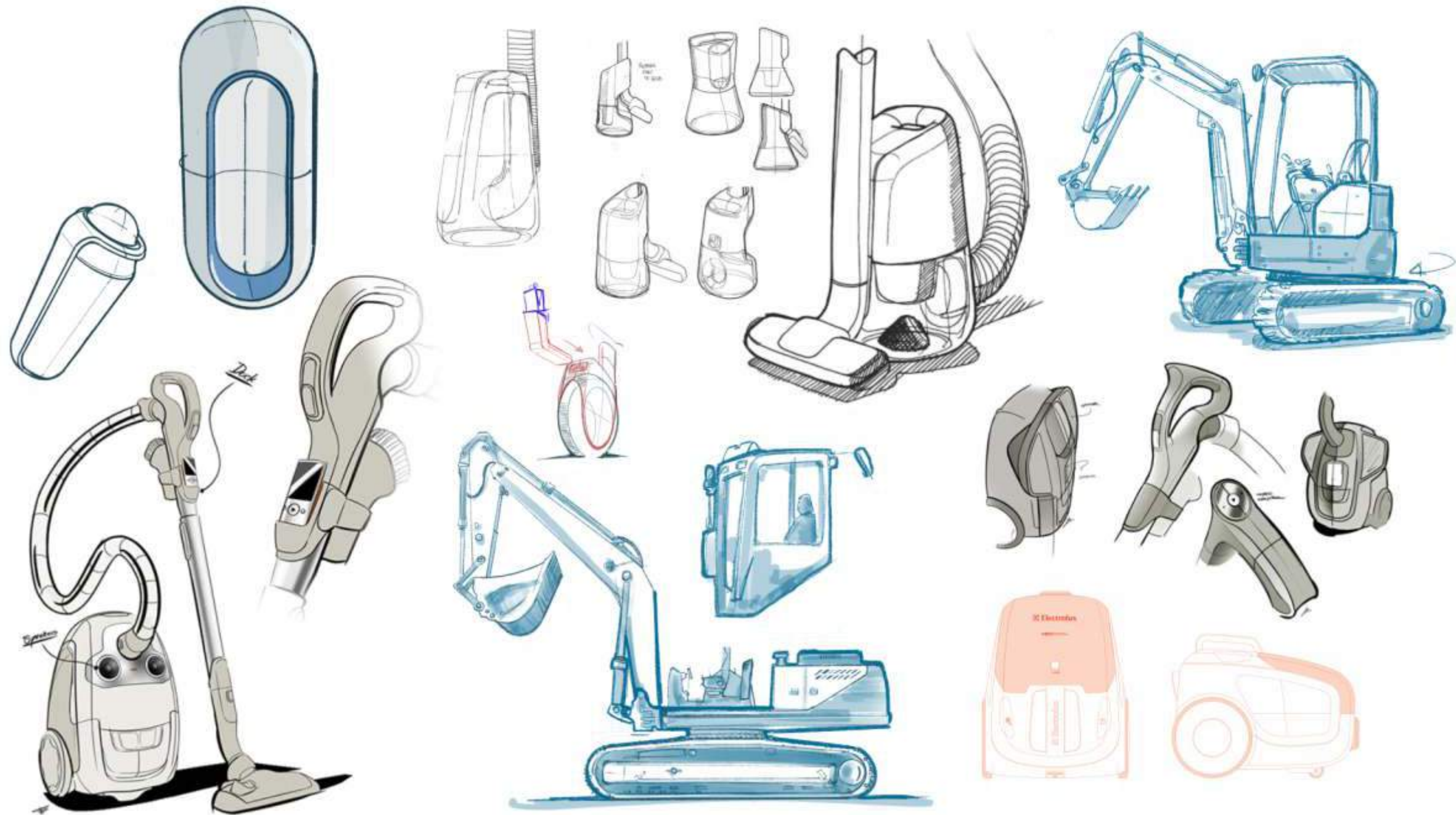
General Process



04. PRODUCT DESIGN & MANAGEMENT

RESEARCH immersion	CONCEPTUALIZE concept generation	VISUALIZE design concept	REALIZE mock-up	IMPLEMENT engineering transition
marketing				engineering
<p>steps market research and position benchmarking consumer analysis design trends behavior trends position, qualities & territories</p> <p>delivery briefing</p> <p>mkt + design + engineering</p> 	<p>steps mood boards creativity tools sketches volumetric analysis fast mock-ups fast renderings</p> <p>delivery alternative generation</p> <p>by illustrations and samples</p> 	<p>steps surface modeling renderings 3D prototype ergonomic analysis preliminary CMG (color, material, graphics)</p> <p>delivery rendering</p> <p>DESIGN FREEZE</p> 	<p>steps mock-up modeling detail configuration CMG definition product specification Photorealistic images Work on Satellites</p> <p>delivery mock-up</p> <p>CONSUMER EVALUATION</p> 	<p>steps engineering modeling technical attendance technical documentation SPECS communication support product evaluation</p> <p>delivery functional prototype</p> <p>technical evaluation mass production</p> 







33 Robotics - Pharmy, support in hospital logistics

Innovation, Industrial Design, Graphics, CMG, FFF



33 Robotics - Pharmy support in hospital logistics

Innovation, Industrial Design, Graphics, CMG, FFF



33 Robotics - Thermy, hospital triage and monitoring
Innovation, Industrial Design, Graphics, CMG, FFF



1,30



1,20 2,10



1,40



2,00





Exy Innovation - Exy One exoskeleton
PROBLEM: increase women's presence in the industry
RESULT: exoskeleton empowering women to work



Exy Innovation - Exy One exoskeleton

Innovation, Industrial Design, Graphics, CMG, FFF



Toromac - Professional Juicer

Innovation, Industrial Design, Graphics, CMG, FFF



Elemento 3D - 3D Professional Printer



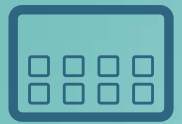
DATA DRIVEN



PAYMENT METHODS



APP



VIRTUAL SHOP



PUBLICITY



OWN BRAND



INFLUENCERS & AMBASSADORS



PRODUCTION



CONSULTANT



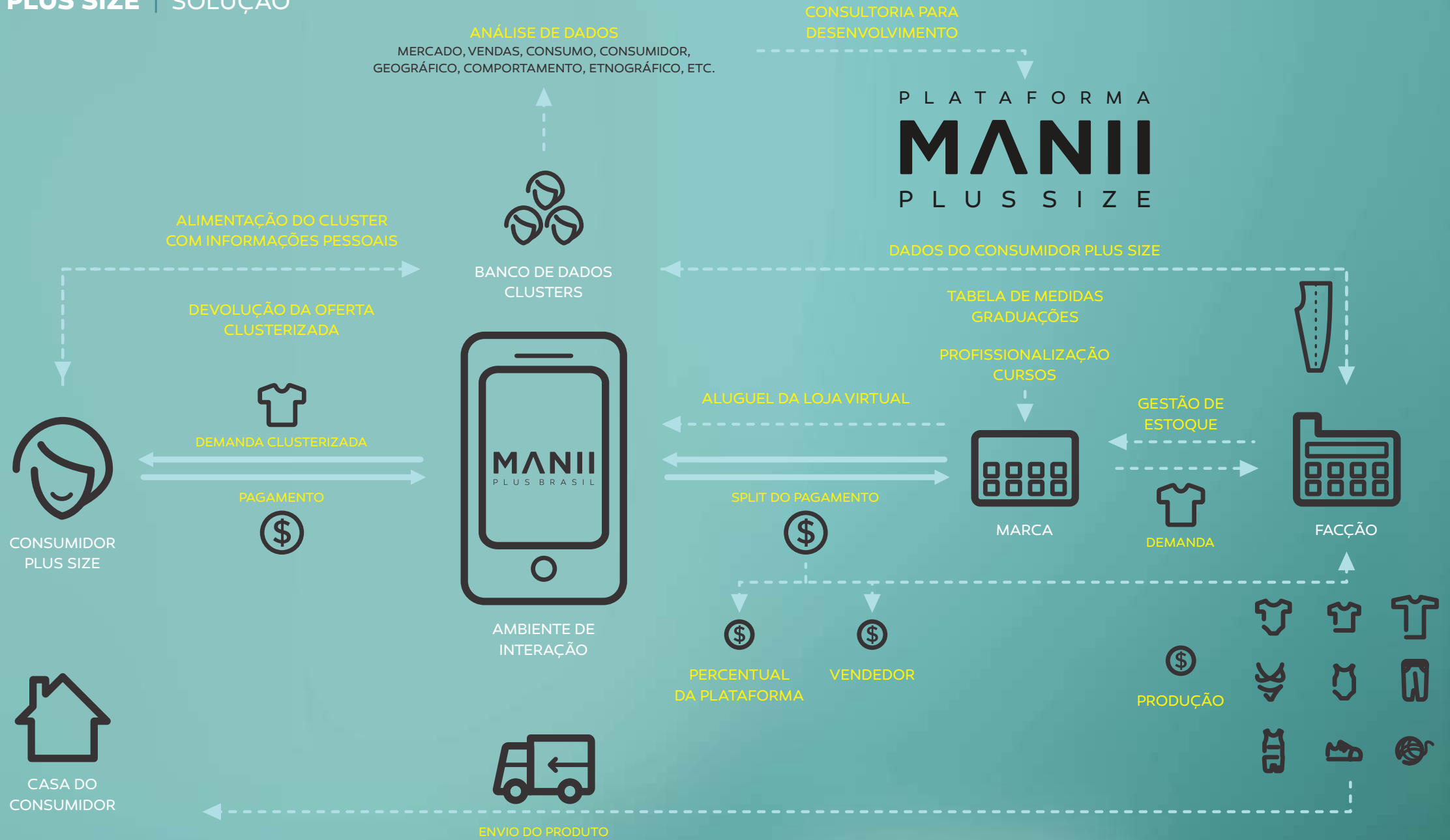
"Providing a great clothing shopping experience for the Plus Size audience"



Manii Plus Brasil

service design | start-up | innovation | UX | MVP

MANII PLUS SIZE | SOLUÇÃO



MANII PLUS SIZE | SOLUÇÃO



GERAÇÃO DE CONTEÚDO
MONETIZADO



CONSUMIDOR
PLUS SIZE

ANÚNCIOS
ADSENSE

PERCENTUAL
DA PLATAFORMA

ANÁLISE DE DADOS
MERCADO, VENDAS, CONSUMO, CONSUMIDOR,
GEOGRÁFICO, COMPORTAMENTO, ETNOGRÁFICO, ETC.



BANCO DE DADOS
CLUSTERS



AMBIENTE DE
INTERAÇÃO

CONSULTORIA

SUPOORTE À COMUNICAÇÃO
DA MARCA



PLATAFORMA
MANII
PLUS SIZE

DESENVOLVIMENTO
PROFISSIONALIZAÇÃO
CURSOS

ALUGUEL DA LOJA VIRTUAL

ANTECIPAÇÃO DE
PAGAMENTOS



MARCA
PRÓPRIA



FACÇÃO PARA
TODAS AS MARCAS





Oi, verão!

Todas as novidades da estação

Bora conferir?

- MODA FEMININA
- BOLSAS
- ACESSÓRIOS
- CALÇADOS
- FITNESS
- BELEZA

Happy spring
30% OFF
TODAS AS COISAS

Happy spring
30% OFF
TODAS AS COISAS

- POPULARES
- [Product Card]
 - [Product Card]
 - [Product Card]
 - [Product Card]
 - [Product Card]



DL Electronics - Tablet KIDS

product design | UX | MVP | app | illustration



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04. DESIGN & ENGINEERING HARMONIOUS RELATIONSHIP



01. ESTABLISH A CLEAR VISION OF THE END GOAL

Decisions and changes will be far better understood by both parties, by both teams having a clear understanding of the vision, goals, and process.

02. GET ENGINEERS INVOLVED EARLY

Elect a designer and an engineer to be project managers, and offer both teams the opportunity to have input into the project from the beginning. Having a deal of a clear vision, can be extremely valuable.

03. IDENTIFY PROJECT TRADE-OFFS

Engineers should be involved in the design process, and designers should have a basic understanding of the engineering process in order to identify essential features.

04. ACCEPT FEEDBACK & BUILD RELATIONSHIPS

Designers are Creative Thinkers and Engineers specialists in Solving Concrete Problems and both thoughts are complementary. Sharing divergent expertise is the first step to good communication.

05. AVOID CUSTOM STYLES

Custom styles require a lot more work from engineers. Having a better understanding of the time involved in customizations can ensure a better working relationship between engineers and designers. Stabilizing rules and a VBL is a strong tool to build a product identity and avoid extra engineering work.

Consumer insight

Safe & excellent ironing results due to
 - piece of mind
 - hassle-free ironing

We are thinking of...

...people striving for safety in quickly getting proper and neat personal look

USP

5Safety:
 - 3 auto-switch-offs
 - rubber heel
 - ski-reverse soleplate

Reasons to believe

Safety
 High performance level

Price positioning

From high-essential to premium segment
 3 models from \$90 – \$120

Concept

Dynamic, young, modern, light iron that gives the impression it slides by itself, doing the ironing job by itself.

Key features

5 safety -> control and peace of mind
 Autosteam with 150g/min -> quick ironing results
 605 hole, hard anodized soleplate -> hassle-free ironing
 All-over rubber handle -> control and safe grip

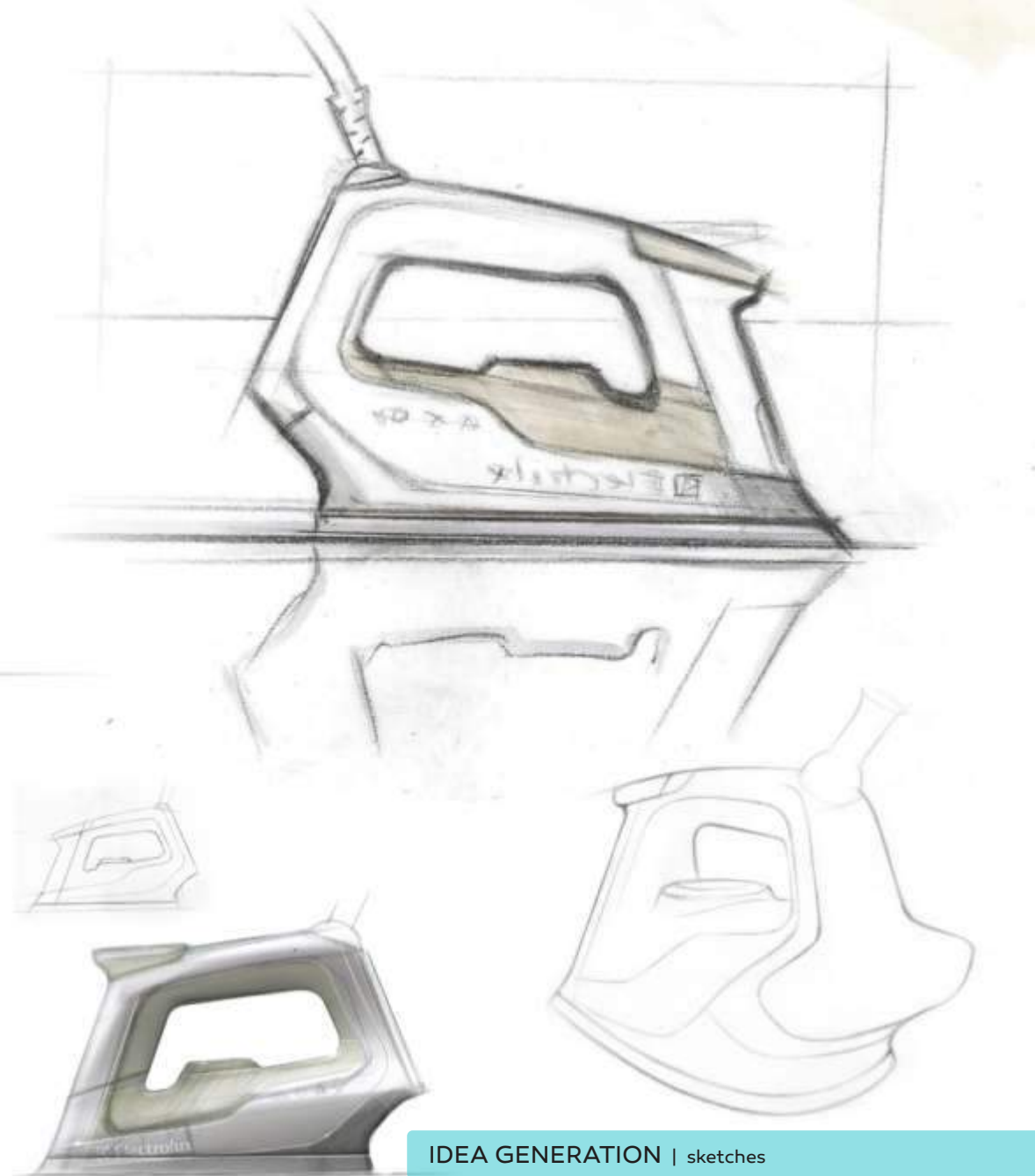
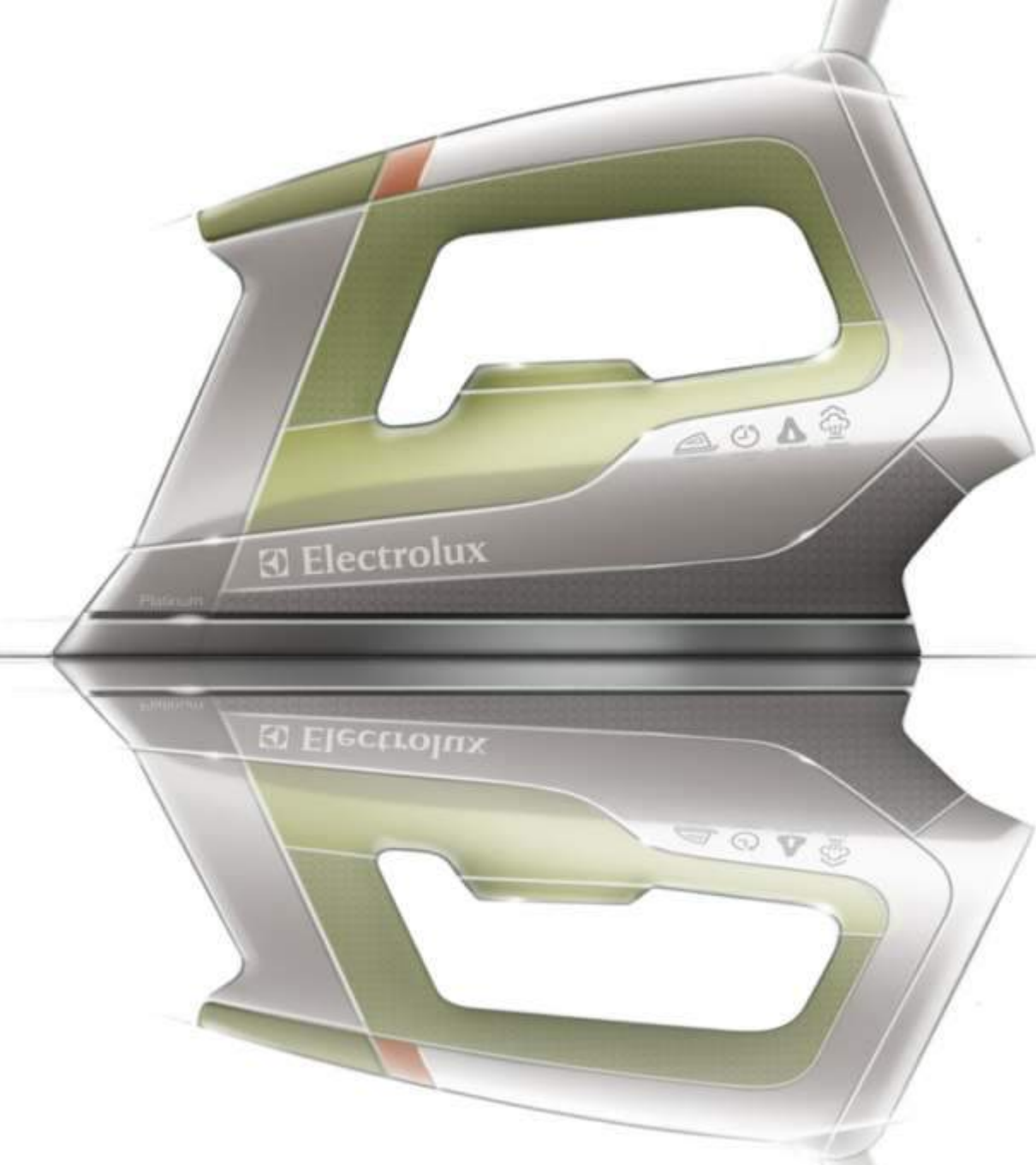
Product verification

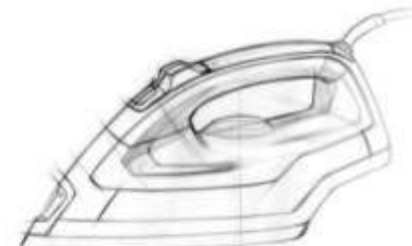
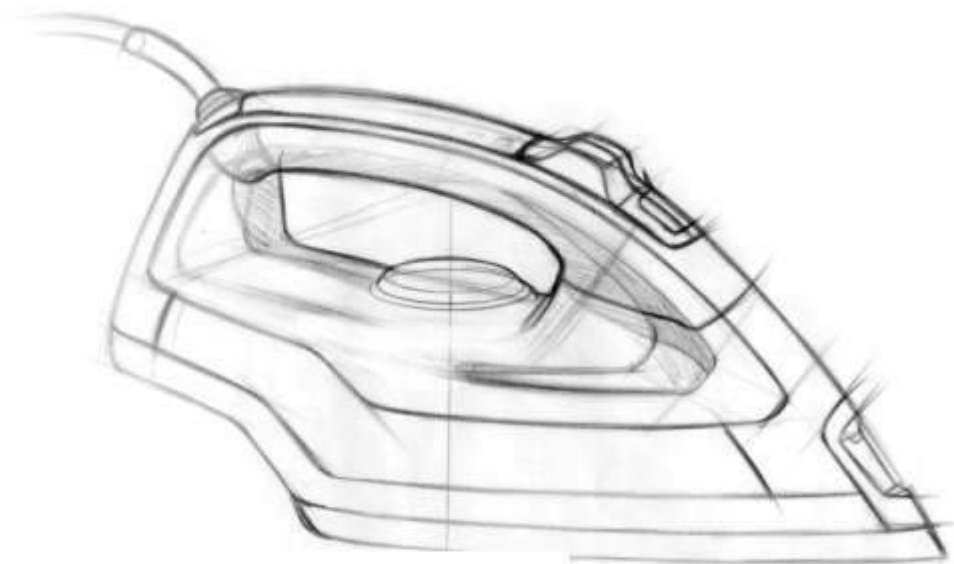
- Product highest risks (FMEA) based on EP2 sample



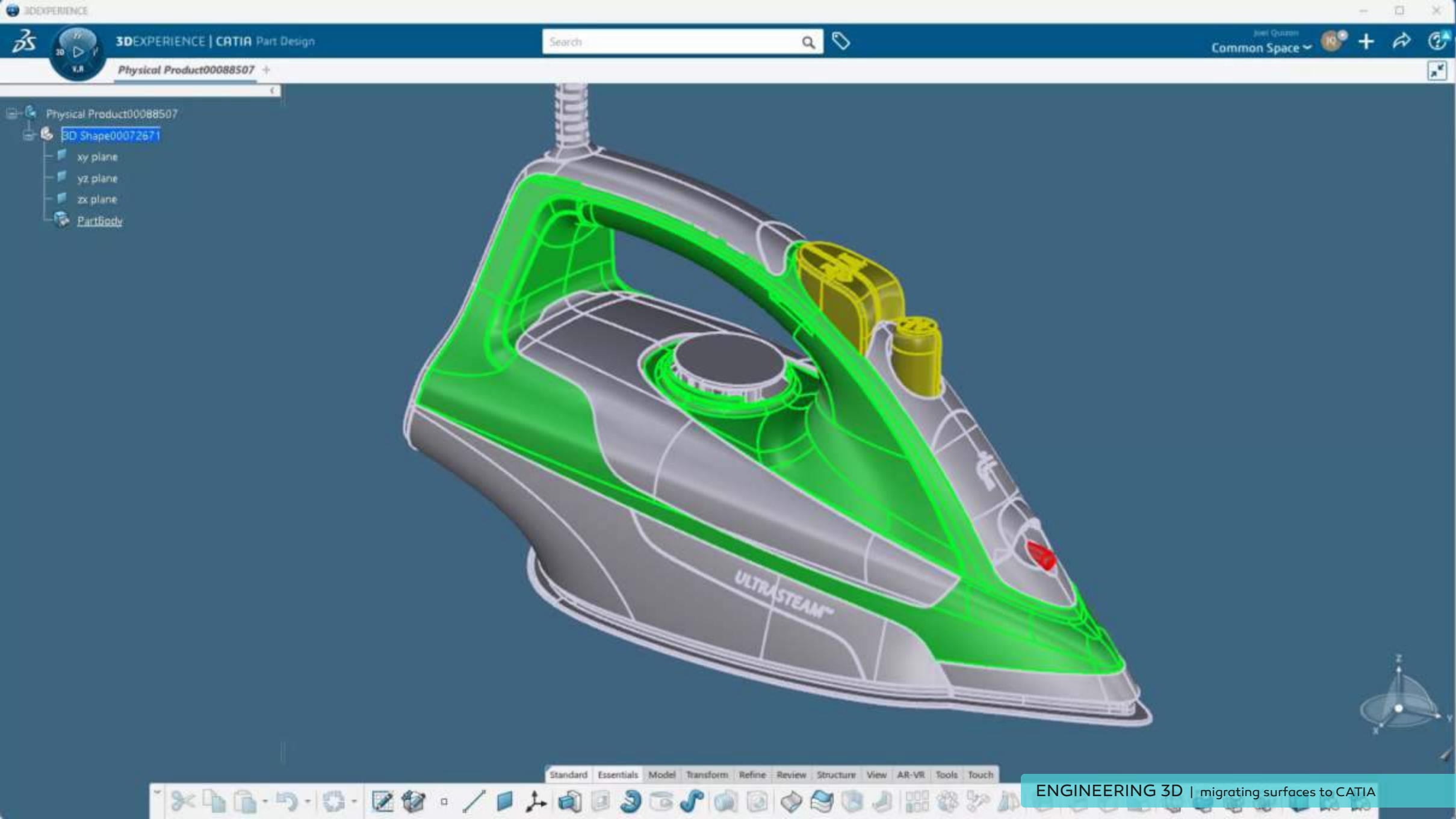
Item / Function	Risk	Proposed solution / Action
Switch / regulator	unreliable operate for the control knob, can not provide the steam function due to poor wheel system	check by duration test of control knob, Donlim to think about alternatives.
	steam button / spray button gets stuck due to interference between them since there is positioned inadequately	re-construct to position each of them exactly
Steam button assy.	steam button can not work / gets stuck	check by duration test of steam button
	hard to take off the steam button assembly to auto-clean	1. specify the pulling force
	steam button assembly becomes loosing after several times usage due to plastic parts of lock system are worn out	2. check by duration test on FOT sample
Sole plate	steam escape out between lower plate and soleplate	check by life test
	lower plate gets loose after several times usage	
Water tank	water inlet cover is easy to be broken due to too weak hinge construction	check by duration test on FOT sample
	water inlet cover can not be closed down exactly since the lock system are worn out	check by duration test on FOT sample
Performance	can not provide auto-off as declaration	electronics circuit review, check on next sample

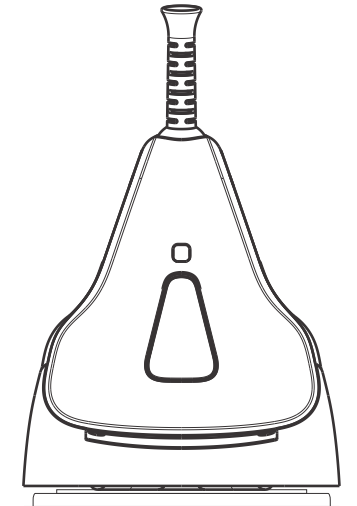
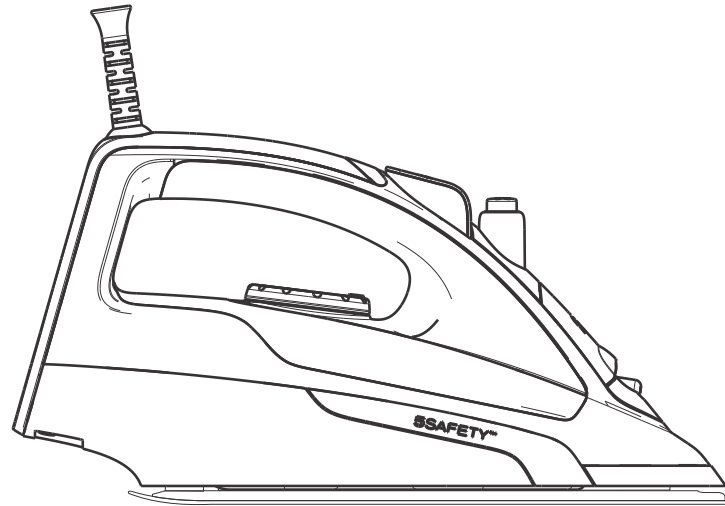
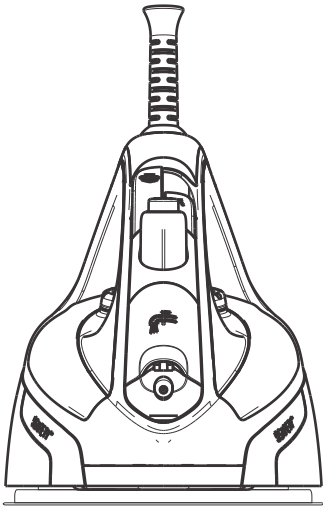
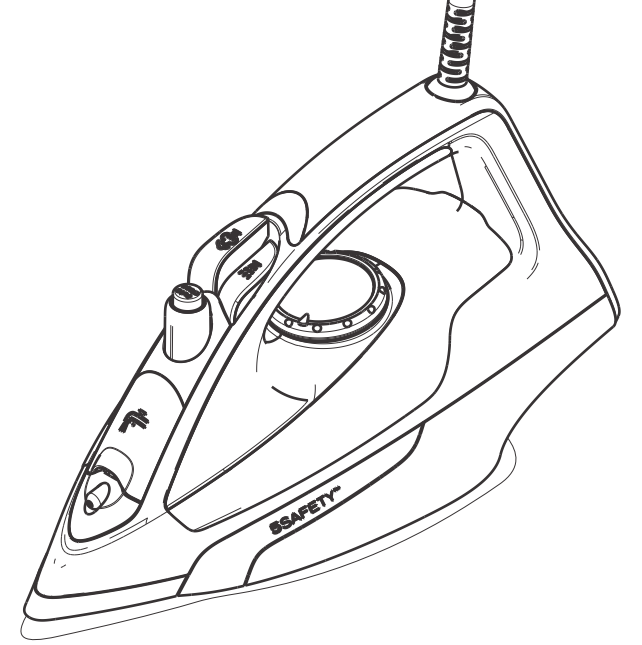
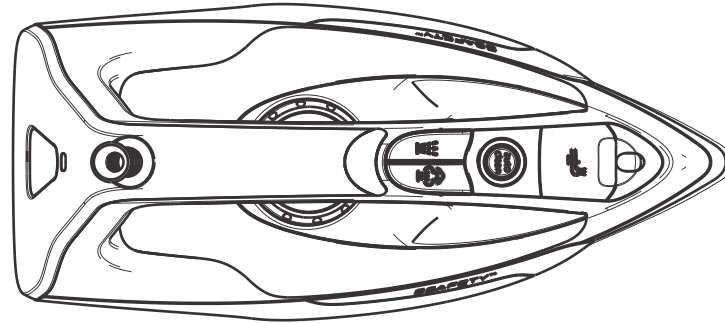
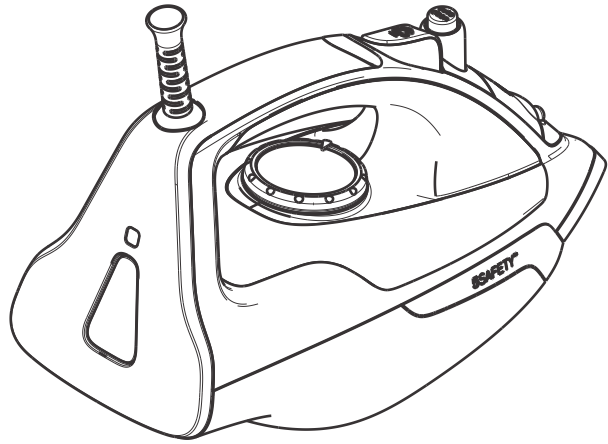
Competition	GRK	IT No3 ES No6	Mahé 2	RU No2 DE No2	Mahé 3				Mahé 4					
Brand	CALOR	PHILIPS	PHILIPS	ELECTROLUX	PHILIPS	TEFALCALOR	ROWENTA	PHILIPS	BOSCH	ELECTROLUX	SIEMENS	ELEC TROLUX	TEFAL/CALOR	PHILIPS
Model	AQUASPEED ULTRACORD	GC 3640/02	GC 4610/02	5Safety™ EDB 8040	GC 4410/02 AZUR	FV9430	DZ 9110 D1 ADVANCER	GC 4711/02	seniXX B7 secure	5Safety™ EDB 8050	T856122	5Safety™ EDB 8060	FV9450	GC 4630/02 Ionique
Picture														
USP	Ultracord	EnergyCare! Diagonal Steam		5Safety, 4Active PowerSteam		Autoclean Catalys, Aquaspeed	*Precision tip*	Diagonal steam	3-auto-off	5Safety, 4Active PowerSteam + Steam Control		5Safety, 4Active PowerSteam + Steam Control	Autoclean Catalys, Aquaspeed, Gel Hands	Deep Ionic Steam
Sole plate type	Ultraglide Diffusion	SteamGlide	SteamGlide	RESILUM™ 605holes *6150* tip pointed	SteamGlide	Autoclean Catalys	Microsteam platinum 400	SteamglidePLU S	Paladium glissé	RESILUM™ 605holes *6150* tip pointed	Inox-glissée	RESILUM™ 605holes *6150* tip pointed	Autoclean Catalys	Steamglide
Safety auto-off	N	N	N	3 way- safety	N	N	N	N	3 way- safety	3 way- safety	N	3 way- safety	N	N
Alarm	N	N	N	Rx Sound / Light	N	N	N	N	N	Rx Sound / Light	N	Rx Sound / Light	N	N
3x Safety Stand	N	N	N	Y	N	N	N	N	N	Y	N	Y	N	N
Water level indicator	N	N	N	Y	N	N	N	N	N	Y	N	Y	N	N
Steam (g/min/minute)	0-40 g/min	0-35 g/min	0-40 g/min	0-40 g/min	0-40 g/min	0-40 g/min	0-40 g/min	0-40 g/min	0-40 g/min	0-40 g/min	0-40 g/min	0-40 g/min	0-40 g/min	0-40 g/min
Shot of steam (g/shot)	120 g/shot	100 g/shot	100 g/shot	150 g/shot	100 g/shot	150 g/shot	150 g/shot	150 g/shot	150 g/shot	150 g/shot	95 g/shot	150 g/shot	150 g/shot	150 g/shot
Autosteam Control	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Power (watts)	2400 W	2400 W	2400 W	2400 W	2400 W	2400 W	2400 W	2400 W	2400 W	2400 W	2400 W	2400 W	2400 W	2400 W
Water tank capacity	300 ml	300 ml	350 ml	350 ml	350 ml	350 ml	350 ml	350 ml	350 ml	350 ml	350 ml	350 ml	350 ml	350 ml
Spray	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Date stop system	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Removable anti-scale pipe	Y	N	Y	Y	Y	N	N	N	N	Y	N	Y	N	N
Anti-scale system	Y	Y	Double action	Y	Double action	N	Y	Double action	Y	Double action	Y	Double action	Y	Double action
Vertical steam	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Self clean system	Y	N	Y	Y	N	Y	N	N	Y	Y	N	Y	Y	N
Handle specifics	Comfort, rubber on top	Comfort, rubber on top	Comfort, rubber on top	Comfort, rubber on top & inside	Comfort, rubber on top	Comfort, rubber on top	Comfort, rubber on top	Comfort, rubber on top	Comfort, rubber on top	Comfort, rubber on top	Comfort, rubber on top	Comfort, rubber on top	Comfort, rubber on top & inside	Gel
Cord length	2 m	3 m / 360°	3 m / 360°	3 m / 360° / cord clip plastic	3 m / 360° / binder	2.5	2.5 m	3 m / 360°	2.5m/360°	3 m / 360° / cord clip velcro	2m/360°	3 m / 360° / cord clip velcro	2.5	3 m / 360°
Colour	Prune (plum)	Yellow/Grey	Grey	IDC	Blue	Aquatic blue	Brume (mist)	White/Grey	Turquoise	IDC	Nightblue	IDC	Aquatic blue	
Target going	69.99 €	69.99 €	69.99 €	69.99 €	70.40 €	79.99 €	79.99 €	79.99 €	79.99 €	79.99 €	84.99 €	84.99 €	89.99 €	89.99 €

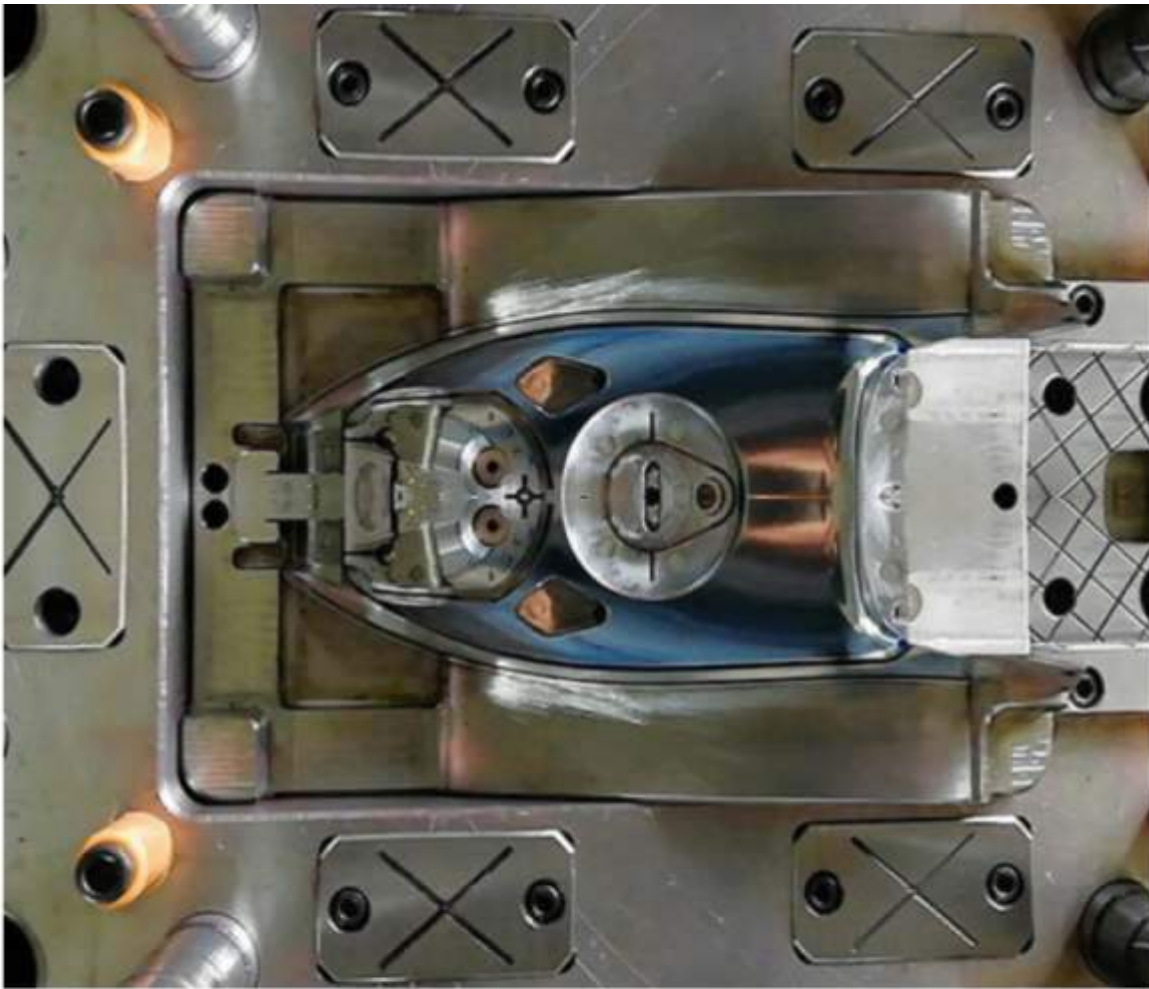












Product verification - Tool Approval FOT

FOT parts



FOT Product



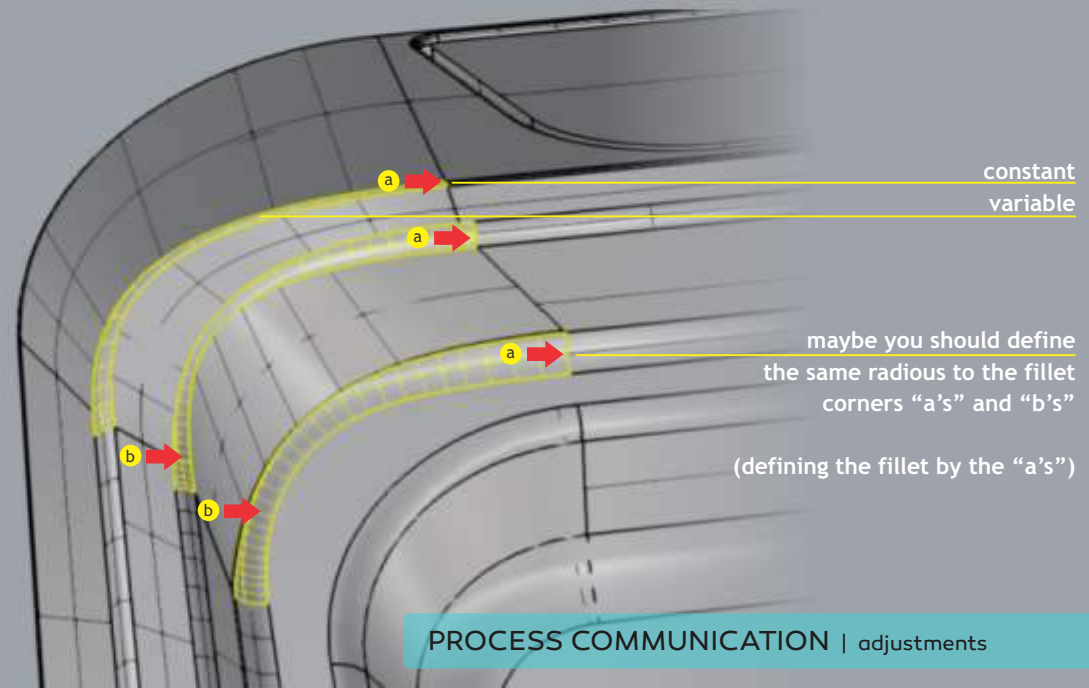
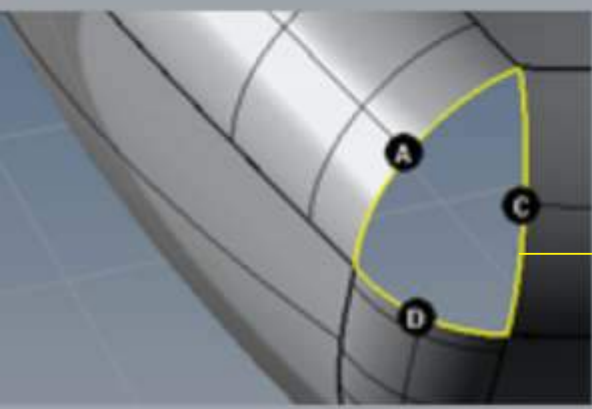
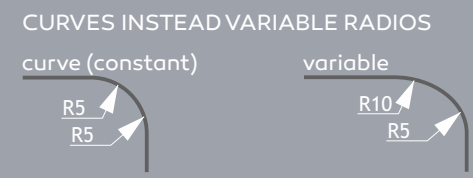
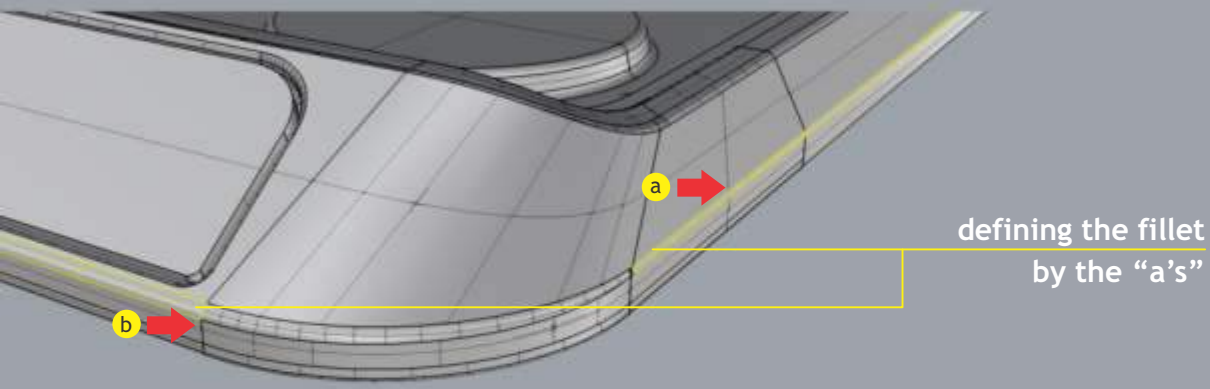
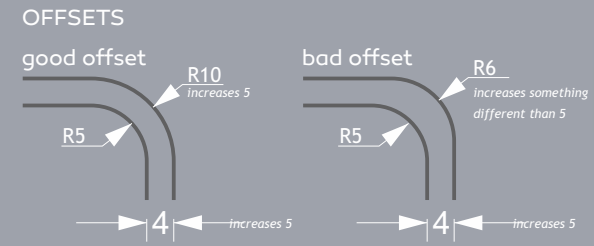
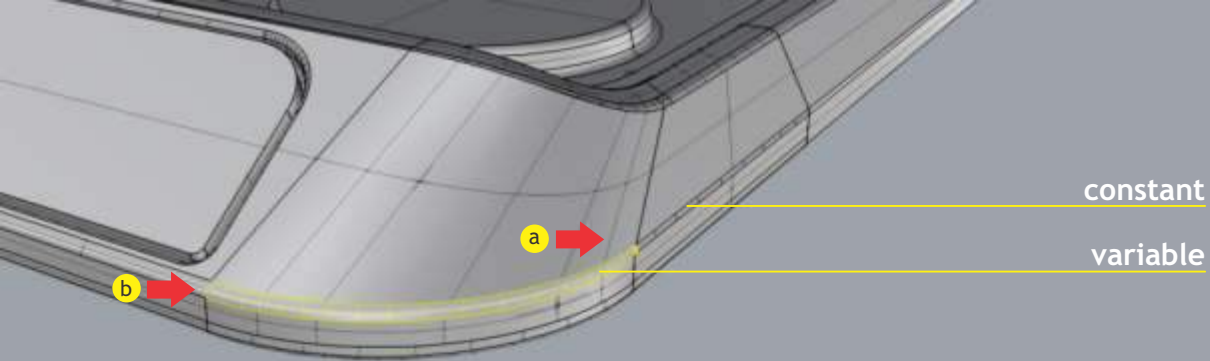
FOT



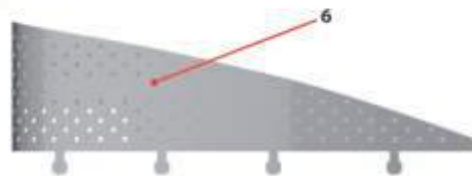
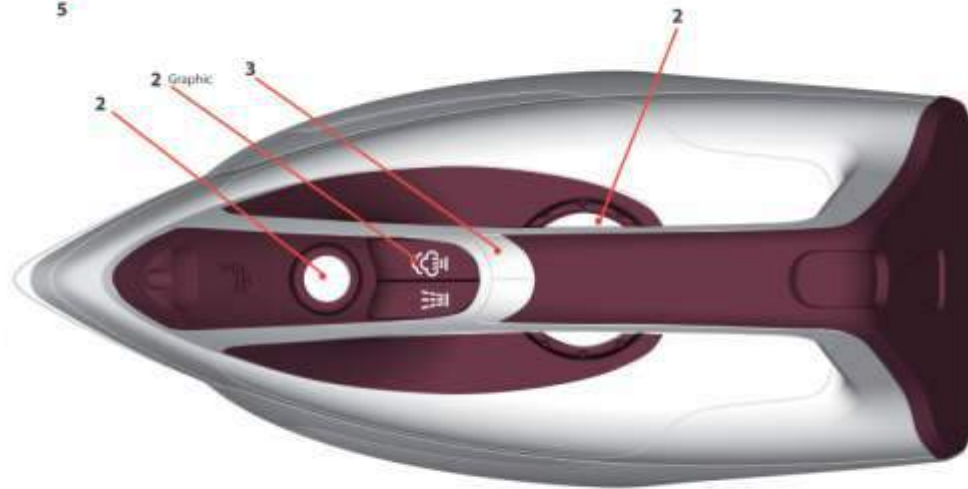
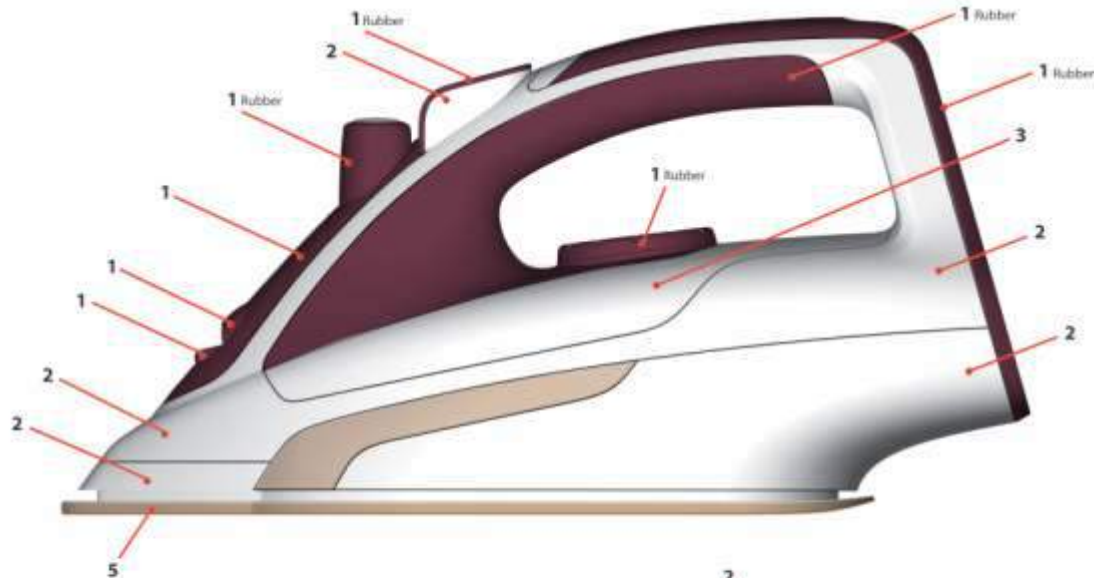
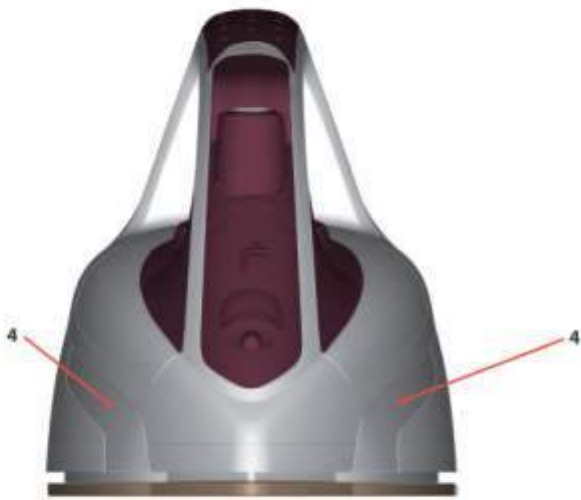
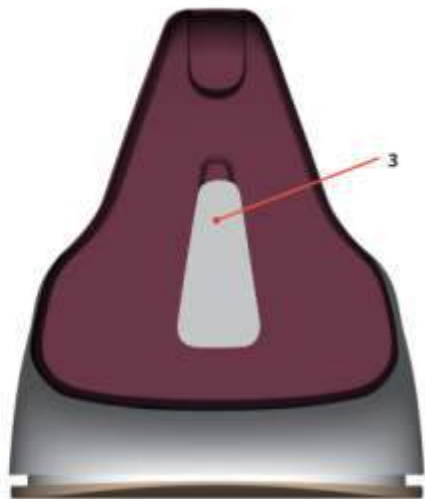
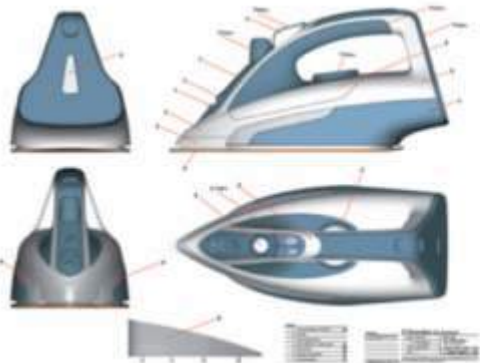
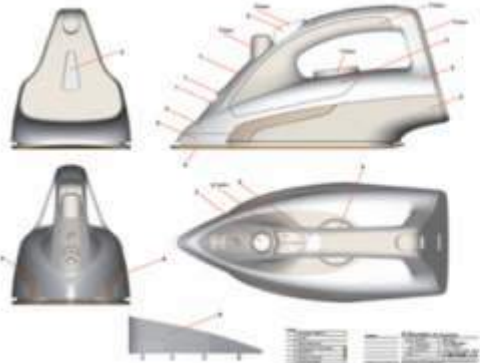
Comments:

- Most of parts are injected properly.
- Housing is molded by normal injection machine due to double injection machine is not available yet.
- Tooling team agree to accept FOT condition to move forward CP1 with follow up the housing in next trial with double injection machine.





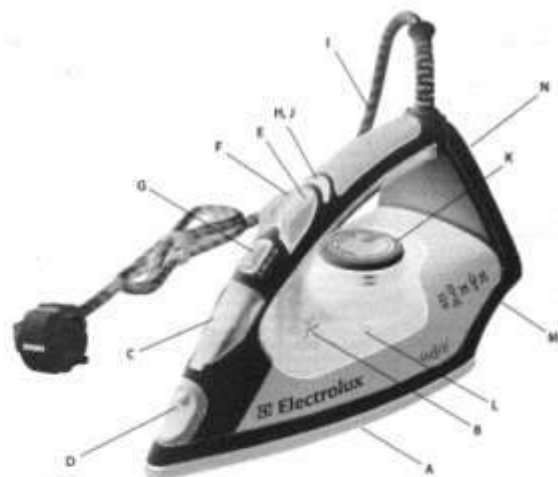






STEAM IRON 4SAFETY™ MODEL EDB51X

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FI Käyttöohje 27-37	BG Инструкция 63-73	



EN	DE	FR	NL
Components	Teile	Éléments	Onderdelen
A. Soleplate	A. Rogelplaat	A. Semelle	A. Stijgplaat
B. Maximum water level indicator	B. Anzeige für maximalen Wasserstand	B. Indicateur de niveau d'eau maximum	B. Aanduiding maximaal waterniveau
C. Filling aperture with cover	C. Einfüllöffnung mit Abdeckung	C. Gouture de remplissage avec capuchon	C. Vulopening met klepje
D. Spray nozzle	D. Sprühdüse	D. Spray	D. Spraysmond
E. Spray button	E. Sprühdüse	E. Bouton Spray	E. Spuitknop
G. Steam release/Self-cleaning	G. Dampfweilfunktion/Selbstreinigung	G. Sélecteur de vapeur/ auto-nettoyage	G. Dampweilfunctie/ zelfreiniging
H. Power indicator light	H. Netzspannungsanzeige	H. Voyant d'alimentation	H. Aanzet-indicatie lampje
I. Safety auto-off light	I. Netzbrake	I. Conditio d'alimentation	I. Netstroom
K. Temperature selector	K. Anzeige für automatische Sicherheitsabstufung	K. Voyant d'auto-extinction de sécurité	K. Automatisch uitschakelen
L. Water tank	L. Wassertank	L. Réservoir d'eau	L. Waterreservoir
M. Cable wrap facility	M. Kabelfunktion	M. Dispositif de rangement du cordon	M. Slangenrolsysteem
N. Rubber padded heel	N. Gummierte Abdeckfläche für rollenden Stand	N. Tapis caoutchouc	N. Veert met rubberen inzet



Este produto contém uma bateria recarregável de lítio. Não deve ser descartada com o lixo comum. Deve ser descartada de acordo com as instruções do fabricante.

Este produto contém uma bateria recarregável de lítio. Não deve ser descartada com o lixo comum. Deve ser descartada de acordo com as instruções do fabricante.

Resistente em vapor
Electrolux

Safe & High Performance ironing

Autolimpeza
Estrutura ultraleve, ultrafina e silenciosa
Alta performance
Alça ergonômica
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Cabo de energia retrátil
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perfect
LIVE

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- Botão de energia**
Ativa e desativa o ferro.
- Botão de vapor**
Ativa e desativa o vapor.
- Botão de vapor**
Ativa e desativa o vapor.
- Botão de vapor**
Ativa e desativa o vapor.
- Botão de vapor**
Ativa e desativa o vapor.
- Botão de vapor**
Ativa e desativa o vapor.

Thinking of you
Electrolux

perfect
LIVE

- Botão de vapor**
Ativa e desativa o vapor.
- Botão de vapor**
Ativa e desativa o vapor.
- Botão de vapor**
Ativa e desativa o vapor.



COST REDUCTION | downgrade product







DANIEL KRÖKER

05. TRACK RECORD OF LAUNCHES



Electrolux - Ella

Innovation, Industrial Design, Graphics, CMG, FFF



Midea Group - Eolo

Innovation, Industrial Design, Graphics, CMG, FFF



Midea | senseo

Midea Group - Eolo

Innovation, Industrial Design, Graphics, CMG, FFF



Electrolux - NeoF

Innovation, Industrial Design, Graphics, CMG, FFF



 **Electrolux**

Project in collaboration with Electrolux Industrial Design Center

Electrolux - NeoF

Innovation, Industrial Design, Graphics, CMG, FFF



Nike DAC



Nike- Bag DAC - Design Against Crime

Innovation, Industrial Design, Graphics, CMG, FFF



Midea Group - Eolo Air Conditioner / Light

Innovation, Industrial Design, Graphics, CMG, FFF



Midea Group - Venus Freestanding Oven

Innovation, Industrial Design, Graphics, CMG, FFF

MCB



Midea

Midea Group - Odin MWO

Innovation, Industrial Design, Graphics, CMG, FFF



Midea Group - Venus Freestanding Oven

Innovation, Industrial Design, Graphics, CMG, FFF



Electrolux - Zephiro Dry Iron

Innovation, Industrial Design, Graphics, CMG, FFF



enxaguar centrif.
 LIGAR/desligar
 INICIAR/pausar
 incluir roupas 3 seg. destrava porta

enxágue extra lavagem extra
 secagem
 30min
 60min
 120min
 SUPER seca

opções **SUPER rápido**

antialérgico tênis todo dia
 favorito autolimpeza
especiais
 delicado
 sintético
 eco rápido 15|59min
 edredom
 ho

ETAPAS
 secar
 enxaguar + centrif.
 centrifugar
SUPER rápido
 norm

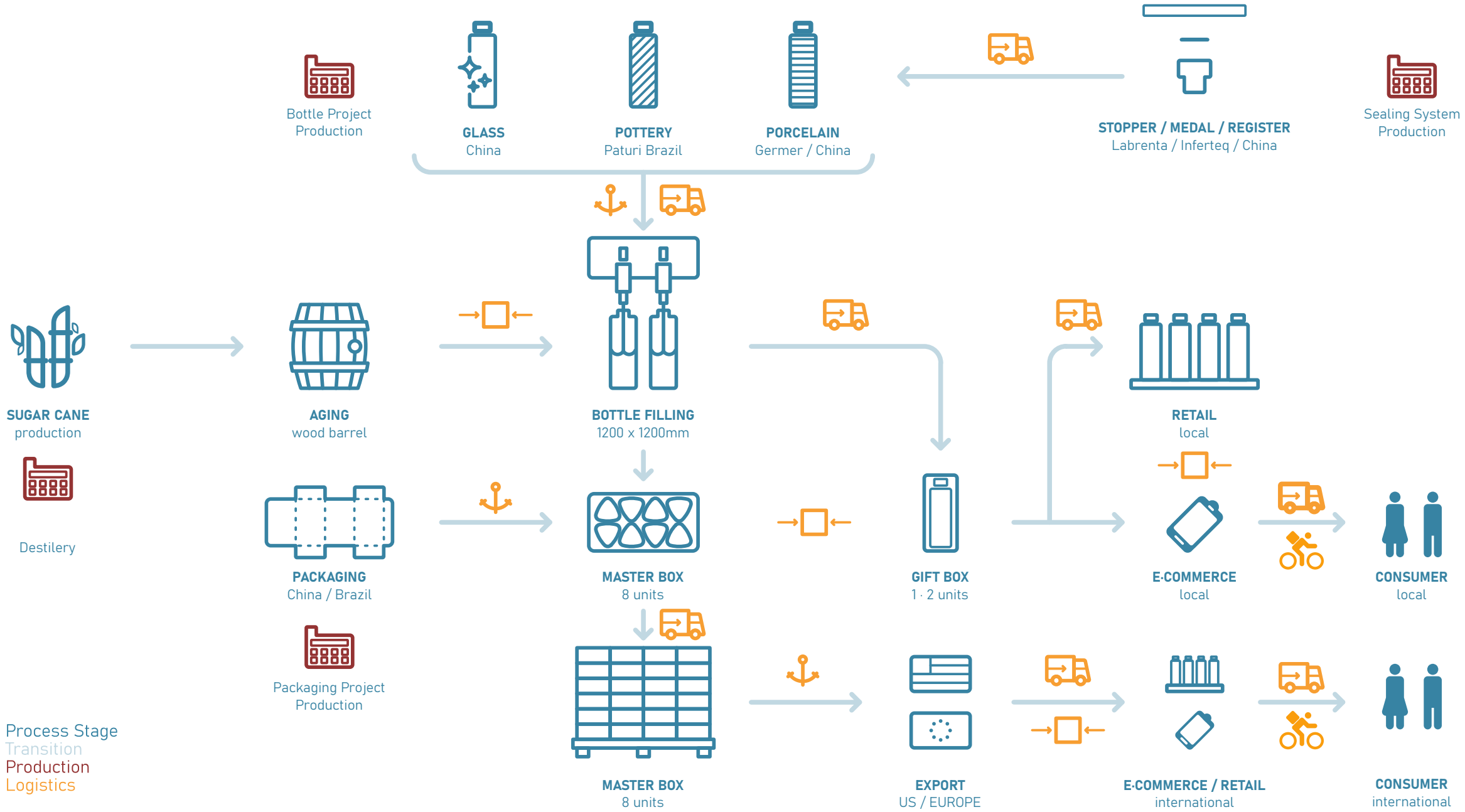




Toshiba - Global Packaging Family
POP strategy / process innovation



Toshiba - Global Packaging Family
POP stacking panel composition





TOBLERONE

Golden Bar Edition



100 years



Toblerone - 100 years celebrations

Golden Bar Edition



Arminda Café Gourmet

POP stacking panel composition



front



back



Animal Planet - Pet Products

Complete Family Identity

Appearance Standards

This standard consists of two parts, minimally acceptable cosmetic standards, and pictorial definitions of A, B, C, and D surfaces.

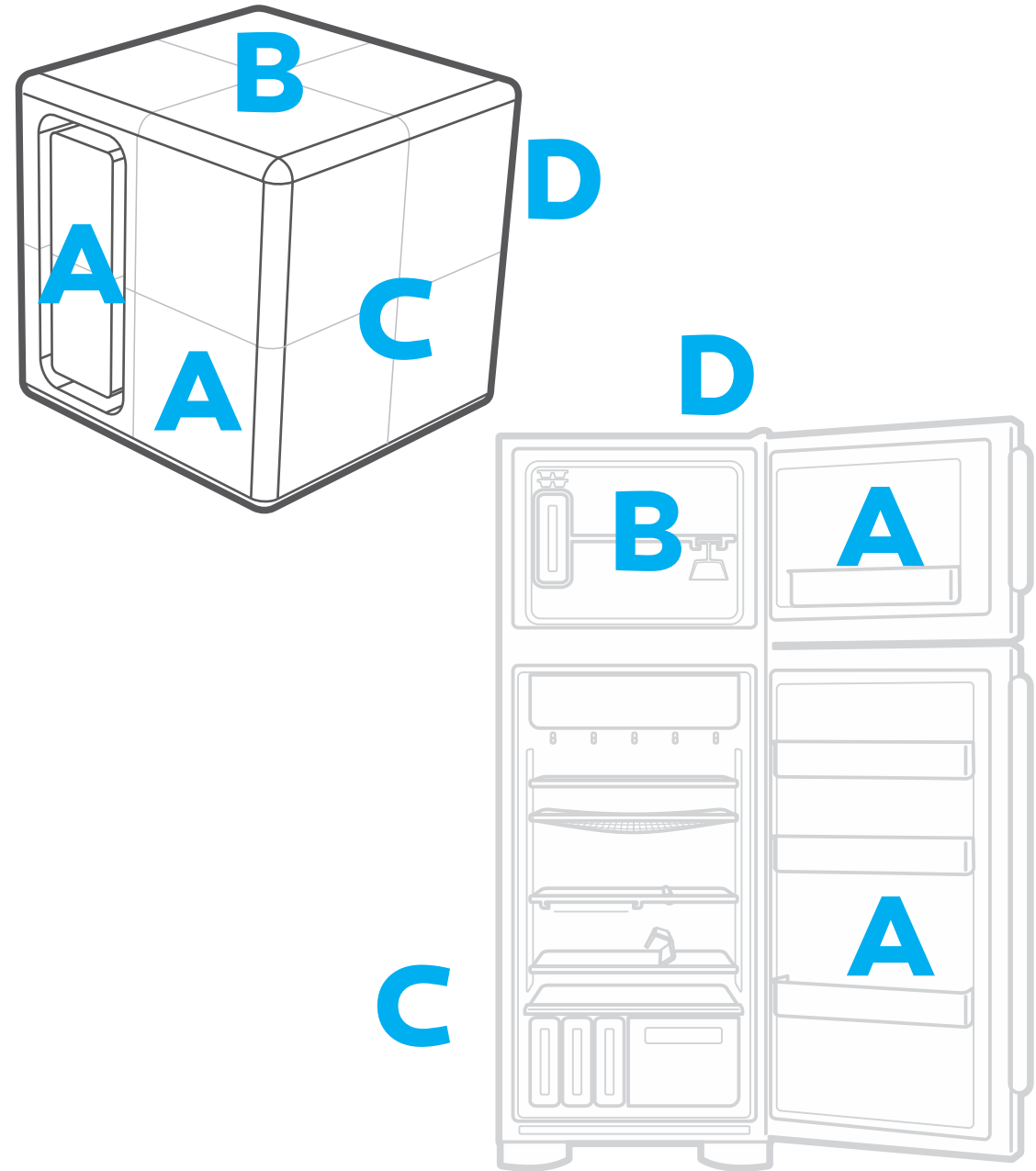
A Surfaces require more attention to detail while planning a product or during the design process.

A SURFACE: Will surely be observed by the customer and will surely result in a service call.

B SURFACE: Will most probably be observed by the customer and will most probably result in a service call

C SURFACE: Might be observed by the customer but probably not result in a service call.

D SURFACE: Difficult be observed by the customer





ORDEM DOS ARQUITECTOS

PORTUGAL



MONTBRINK



ELEMENTO3D

3D PRINTER



Comics Store



EASY TENNIS

TRAINING MACHINE



Escola Paranaense de Design



EMPOWERING PEOPLE



CACHAÇA



BEDfurPETS



CAPITAL SOCIAL



2B ESSENTIAL



PONTIFICAL UNIVERSIDADE CATÓLICA DO PARANÁ

CORREIOS - 28-2-2004 - CURITIBA - PARANÁ

100

ARCEBISPO DOM MANUEL DA SILVEIRA D'ELBOUX

1904 · 2004



ARTES SEQUENCIAL



P&K TELECOM



MARDOL
MADEIREIRA



ZPE DO SERTÃO

Zona de Processamento para Exportação



JAYA Beach Tennis

Complete Family Identity





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39. Nails	166
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85. Hair	350
86. Skin	354
87. Nails	358
88. Hair	362
89. Skin	366
90. Nails	370
91. Hair	374
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193. Hair	782
194. Skin	786
195. Nails	790
196. Hair	794
197. Skin	798
198. Nails	802
199. Hair	806
200. Skin	810



Iconography Design Concept



THE ICONS

Outline
 8pt: 12px / 10px / 8px
 12pt: 16px / 12px / 10px
 16pt: 20px / 16px / 14px
 20pt: 24px / 20px / 18px
 24pt: 28px / 24px / 22px
 28pt: 32px / 28px / 26px
 32pt: 36px / 32px / 30px
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 488pt: 492px / 488px / 486px
 492pt: 496px / 492px / 490px
 496pt: 500px / 496px / 494px
 500pt: 504px / 500px / 498px
 504pt: 508px / 504px / 502px
 508pt: 512px / 508px / 506px
 512pt: 516px / 512px / 510px
 516pt: 520px / 516px / 514px
 520pt: 524px / 520px / 518px
 524pt: 528px / 524px / 522px
 528pt: 532px / 528px / 526px
 532pt: 536px / 532px / 530px
 536pt: 540px / 536px / 534px
 540pt: 544px / 540px / 538px
 544pt: 548px / 544px / 542px
 548pt: 552px / 548px / 546px
 552pt: 556px / 552px / 550px
 556pt: 560px / 556px / 554px
 560pt: 564px / 560px / 558px
 564pt: 568px / 564px / 562px
 568pt: 572px / 568px / 566px
 572pt: 576px / 572px / 570px
 576pt: 580px / 576px / 574px
 580pt: 584px / 580px / 578px
 584pt: 588px / 584px / 582px
 588pt: 592px / 588px / 586px
 592pt: 596px / 592px / 590px
 596pt: 600px / 596px / 594px
 600pt: 604px / 600px / 598px
 604pt: 608px / 604px / 602px
 608pt: 612px / 608px / 606px
 612pt: 616px / 612px / 610px
 616pt: 620px / 616px / 614px
 620pt: 624px / 620px / 618px
 624pt: 628px / 624px / 622px
 628pt: 632px / 628px / 626px
 632pt: 636px / 632px / 630px
 636pt: 640px / 636px / 634px
 640pt: 644px / 640px / 638px
 644pt: 648px / 644px / 642px
 648pt: 652px / 648px / 646px
 652pt: 656px / 652px / 650px
 656pt: 660px / 656px / 654px
 660pt: 664px / 660px / 658px
 664pt: 668px / 664px / 662px
 668pt: 672px / 668px / 666px
 672pt: 676px / 672px / 670px
 676pt: 680px / 676px / 674px
 680pt: 684px / 680px / 678px
 684pt: 688px / 684px / 682px
 688pt: 692px / 688px / 686px
 692pt: 696px / 692px / 690px
 696pt: 700px / 696px / 694px
 700pt: 704px / 700px / 698px
 704pt: 708px / 704px / 702px
 708pt: 712px / 708px / 706px
 712pt: 716px / 712px / 710px
 716pt: 720px / 716px / 714px
 720pt: 724px / 720px / 718px
 724pt: 728px / 724px / 722px
 728pt: 732px / 728px / 726px
 732pt: 736px / 732px / 730px
 736pt: 740px / 736px / 734px
 740pt: 744px / 740px / 738px
 744pt: 748px / 744px / 742px
 748pt: 752px / 748px / 746px
 752pt: 756px / 752px / 750px
 756pt: 760px / 756px / 754px
 760pt: 764px / 760px / 758px
 764pt: 768px / 764px / 762px
 768pt: 772px / 768px / 766px
 772pt: 776px / 772px / 770px
 776pt: 780px / 776px / 774px
 780pt: 784px / 780px / 778px
 784pt: 788px / 784px / 782px
 788pt: 792px / 788px / 786px
 792pt: 796px / 792px / 790px
 796pt: 800px / 796px / 794px
 800pt: 804px / 800px / 798px
 804pt: 808px / 804px / 802px
 808pt: 812px / 808px / 806px
 812pt: 816px / 812px / 810px
 816pt: 820px / 816px / 814px
 820pt: 824px / 820px / 818px
 824pt: 828px / 824px / 822px
 828pt: 832px / 828px / 826px
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 860pt: 864px / 860px / 858px
 864pt: 868px / 864px / 862px
 868pt: 872px / 868px / 866px
 872pt: 876px / 872px / 870px
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 888pt: 892px / 888px / 886px
 892pt: 896px / 892px / 890px
 896pt: 900px / 896px / 894px
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 936pt: 940px / 936px / 934px
 940pt: 944px / 940px / 938px
 944pt: 948px / 944px / 942px
 948pt: 952px / 948px / 946px
 952pt: 956px / 952px / 950px
 956pt: 960px / 956px / 954px
 960pt: 964px / 960px / 958px
 964pt: 968px / 964px / 962px
 968pt: 972px / 968px / 966px
 972pt: 976px / 972px / 970px
 976pt: 980px / 976px / 974px
 980pt: 984px / 980px / 978px
 984pt: 988px / 984px / 982px
 988pt: 992px / 988px / 986px
 992pt: 996px / 992px / 990px
 996pt: 1000px / 996px / 994px

Circle

840px
 820px / 840px
 Thickness: 0.75px

CoolTouch handle frio al tacto

Secondary Available Systems

Main Element

Outline: Width: 1.5px
 820px / 840px / 860px
 Touchscreen: 100%

Element Detail

Outline: Width: 0.75px
 Touchscreen: Feature detail

Text

System: HTP Book
 lowercase (general information)
 uppercase (special features names)
 Font size: 22pt
 grey 50%

3rd Language or RTB description

System: HTP Book System: HTP Book
 Font size: 18pt Font size: 18pt
 blue: 45% / 60% / 80% blue: 45% / 60% / 80%

THE ICONS

Ø40mm
 gray: C0 M0 Y0 K60
 blue: C90 M20 Y0 K0
 outline width: 1.5mm / 0.75mm
 Gotham HTF: 22pt / 18pt (lowercase)

Circle

Ø40mm
 C0 M10 Y0 K60
 thickness: 0.75mm

CoolTouch handle
 frio al tacto

centered text

Main Element

Outline Width 1.5mm
 C90 M20 Y0 K0
 function: iconic

Element Detail

Outline Width 0.75mm
 function: feature detail

Text

Gotham HTF Book
 lowercase (general information)
 uppercase (special feature names)
 font size 22pt
 gray 60%

2nd Language

Gotham HTF Book
 font size 18pt
 blue C45 M10 Y0 K0



energy saving



noise control



skin moisturizing



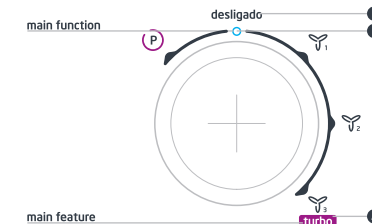
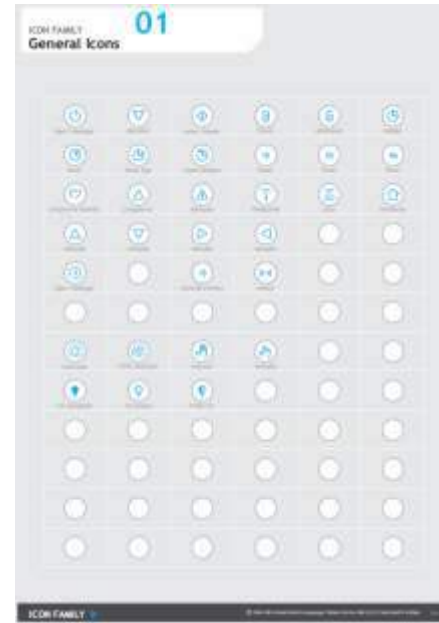
heat-proof handle



easy maintenance



do not stand up



- S solid
- Z secondary
- A accent
- M metallic
- C chromed







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U.S. Green Card protocol

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