



CAPABILITIES

Ideal Industrial is a multi-disciplinary design studio established in 2001 in Sydney, Australia.

Ideal Industrial's original product design and development core has been augmented by visual communication and strategic design capabilities.

Ideal Industrial offers small businesses efficient access to end-to-end design services, and large businesses can tap deeply into specific areas of new product development expertise.

Ideal Industrial's four pillars are:

- TALENT - ability
- PASSION - drive
- EDUCATION - theory
- EXPERIENCE - practice

Ideal Industrial's motto is

"Your success is our success".



PRODUCT DESIGN

- Design research
- User research
- Design engineering
- Product styling
- Design for manufacture
- Production documentation
- Manufacturing liaison
- Prototyping
- Product visualisation
- Structural branding
- Cardboard engineering
- Ergonomics

VISUAL COMMUNICATION

- Brand development (visual and voice)
- Packaging design
- User interface design
- Copywriting
- Still photography
- Animation and visualisation
- Movie-making
- Web design and development

STRATEGIC DESIGN

- Business Model Canvas™
- Design Integration
- Value Analysis
- Fulfilment modelling
- Financial modelling



Design Industry of Australia

AGDA

Australian Graphic Design Association



Plastics Industry Manufacturers of Australia



The Designers Accord



Australian Institute of Packaging

RESEARCH SERVICE PROVIDER

RSP#45709



SOCIETY OF PLASTICS ENGINEERS



GOLD



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