

We're supercharged...

Elevating your performance & success
with innovative product design.

Isn't it time for a Boost?

Supercharged Product Design

(team crux)



Innovate

We offer prolific idea generation, translating into real world advantage. We create and compete with strong design and business acumen to ensure you stay one step ahead.

Develop

Delivering outstanding product design, electronics and software integration – we’re flexible enough to fit in with your team. This affords you the facility to expand on demand, overcoming challenges and delivering to deadlines.

Manufacture

Crux is deployed as gold standard design support for some of the world’s largest brands. Design matches market size requirement – for example in large volume manufacture we ensure the design works for your supply chain.

“Hello from us”

As design and engineering specialists we make it our business to generate cutting-edge solutions.

We offer innovative product design, engineering and development as well as expertise in engineering at a technical depth that many comparative design-oriented consultancies lack.

Our complete service ranges from creative thinking and concept development to modelling and manufacture - allowing total client flexibility. We believe that the personal service we offer – from contact to completion – maintains the most productive relationships and ensures the best possible outcome.

We’ve got heavyweight experience, along with numerous successful products and patents, but more than that we’ve got the talent to reach the best possible solution.

Isn't it time you tasked us to supercharge your products?



Elevating your performance

(its all about you)

Our clients are largely drawn from the medical, pharmaceutical, packaging and consumer goods sectors and all demand the highest return on investment and ultimately commercial success.

We've worked for major corporations as well as smaller independents and have a successful track record with regard to generating competitive advantage at all levels.

You can rely on our expertise to generate the best product design or engineering solution to keep you ahead of the competition.



Projects - at a glance...

Medical / packaging



Nasal spray

Out-of-the-box thinking: Clever design changes at component level reduced filling line bulk product costs.



Inhaler

High volume production: Smart device design reduced the cost of goods, with zero tolerance for impact on regulatory constraints and no impact on assembly lines.



Sleep apnoea 'snore pillow'

From a blank sheet: We offered high-speed development featuring groundbreaking software, electronics and innovative ergonomic human interaction.

Consumer



Cycle computer

Brand development: We created a solution addressing the visual ergonomics of rapid changes in contrast.



Eddie

Real time energy monitoring: Enclosures and components were designed to meet the safety requirements of installation engineers.



VEECam

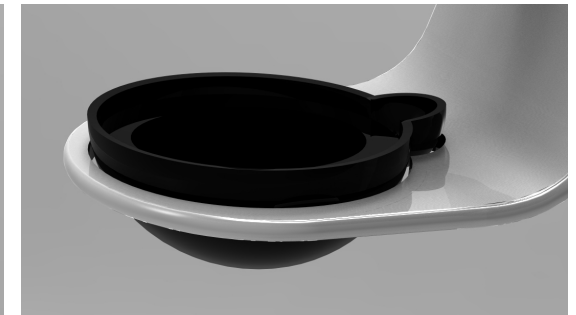
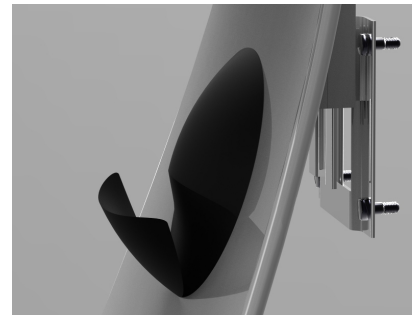
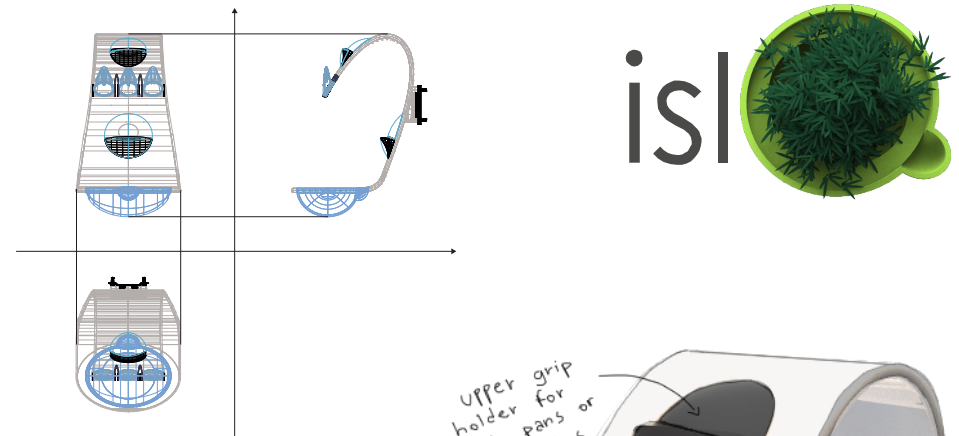
Extreme style and substance: Combining robust features with aesthetic lines, this award-winning camera is making 'big waves' in the adventure sports market.

Isla: a draining board hydroponics system

An innovative concept of draining board for small kitchens, which uses the daily amount of water drained from washed dishes, as a potential source of irrigation for an hydroponics grow system.

Without adding anything more to the role played by traditional dish drainers, 'isla' allows you to grow flowers, aromatic herbs, sprouts or normal plants indoor, without any further effort. Thanks to its assembled strong structure, 'isla' is very steady, compact and easy to keep clean.

This new idea of draining board is an elegant multipurpose solution which decorate your kitchen and at the same time turns a simple everyday gesture in the essential component for photosynthesis.





A compact and durable assembled structure

The entire main structure consists of a unique bended moulding of plastic material; at the top of the surface are embedded three pyramidal solids (1), covered with solid rubber material, whose task is to create with their friction, a stable support for glasses and small bowls.

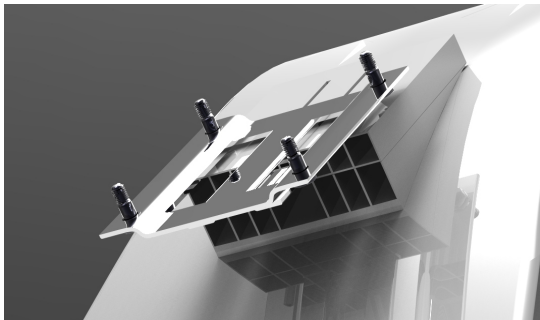
Between these solids are cut cavities (2), which, thanks to magnets or silicone contact membranes with a central cut, have the function of maintaining cutleries hanged on the removable bowl (3), to create a draining rain effect on the plants.

In the highest point and in the central part of the dish drainer there are two rubber coated flexible supports (4) to bear the total weight of three or four standard dishes.



A versatile design for different situations

'Isla' doesn't have only the dual function of draining board and hydroponics grow system: in fact when it is not used as a dish drainer, it can be comfortably utilized as a lectern for recipe books or tablet computers.



Otherwise, when it is not in use or when the structure need to be cleaned, the surface can be easily removed from the support thanks to a metal slide mechanism on the back (on the left).

'Isla' is available in many different colours and resistant stable materials, in order to be suitable for most of the modern kitchen designs.

