

CASE STUDY / GLOBAL POWER BRANDS / MITRE SAW BRANDING / PRODUCT DESIGN

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BACKGROUND

The double bevel mitre saw is a stand out piece of equipment for the serious handyman and trade professional. The pivoting blade arm can be set to cut 45° bevels either side or any angle in between and is intended to cut hardwood and some metals.

The functional requirements for the diecast aluminium support arm and pivot needed to be proven prior to tooling and the product styling had to be flexible enough to allow different branding opportunities.

SOLUTION

Full FMEA was carried out to validate performance of the arm and pivot under load conditions leading to structural design refinement and recommended wall section change.

Alternative branded guards were designed and full CAD files provided for the entire assembly including plastic and metal components suitable for production manufacture.

Multiple prototypes were made that were finished in selected corporate colours which were used to successfully 'sell-in' the product to global retailers.

SERVICES

- Concept Design
- Detailed Engineering Design
- Prototyping
- FMEA
- Production Documentation
- Branding



UNO Australia Pty Ltd
130 Chestnut St
Richmond, Melbourne
www.uno.net.au

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Hamburg, Melbourne,
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www.twoheads.me