

CASE STUDY / MEIJIA / COOLER RANGE PRODUCT DESIGN



BACKGROUND

Meijia is a large manufacturing business based in Pinghu China.

They have a wide manufacturing footprint covering plastics and metal consumer products with a specialist capability to manufacture coolers for the US market.

As an OEM supplier they are constantly seeking new customers but have reached the size whereby they want to develop their own proprietary brands and product lines.

SOLUTION

UNO had designed a successful range of coolers which were well accepted by a major US customer and as a result were asked to develop this new range.

Blow moulding technology together with PU insulation has created coolers with outstanding thermal properties.

The curved sides create a thicker layer of insulation around the side walls and base, where it is needed and thus helps keep the interior cold for longer periods.

The distinctive lid design disguises the liner and creates an integrated simple form. Common lids are used across a range of sizes to help.

The range has been developed across a wide range of sizes including stackable chiller boxes for camping and food handling.

SERVICES

- Concept Design
- Detailed Engineering Design
- Production Documentation



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