

CASE STUDY / MAYO HARDWARE / MATADOR BBQ TOOLS & ACCESSORIES PRODUCT DESIGN



BACKGROUND

The Matador range is the solution to a neglected segmentation of BBQ tools in the Australian market. Specifically the Matador range was designed to provide customers with an array of tools that are cost effective, made of high quality materials and constructed with an innovate design philosophy that would be versatile enough for everyday use.

SOLUTION

The design philosophy behind the Matador range can be attributed to three key elements.

Quality Materials: Stainless steel was used as the primary material for the BBQ tools. The motivation behind its choice was to not only ensure long lasting performance, but to use a material that is resilient, strong and hygienic.

Ergonomic Design: The Matador handle design focuses on improving customers

cooking experience. Soft and lightweight, sturdy and comfortable. The Matador handles are designed for maximum grip and comfort, whilst providing a functional, safe and reliable product. The design of the handles surface also allows for easy cleaning, ensuring grime and residue do not build up, keeping the products as hygienic as possible.

Functionality: The Matador range was designed with functionality in mind. It's easy to use with a well-balanced and lightweight set up. The elegant design focuses not only on functionality but is designed to reduce surface contact. The designs also use a simplified, tool-less approach to replaceable elements, minimising the time and effort required to change or alter parts.

Overall, the Matador range has been designed to provide consumers with a cost effective product that rivals competitor brands for durability, design, comfort, strength and overall performance.

SERVICES

- Concept Design
- Detailed Engineering Design
- Production Documentation

AWARDS

