



Form3 Design + Research

INDUSTRIAL DESIGN | DESIGN RESEARCH | PRODUCT DEVELOPMENT

The company

FormB Design+Research is a Strategic Design Consulting firm, working in the core area of Industrial Design and Design Research.

It has extensive experience in conceptualising and building new products and services.

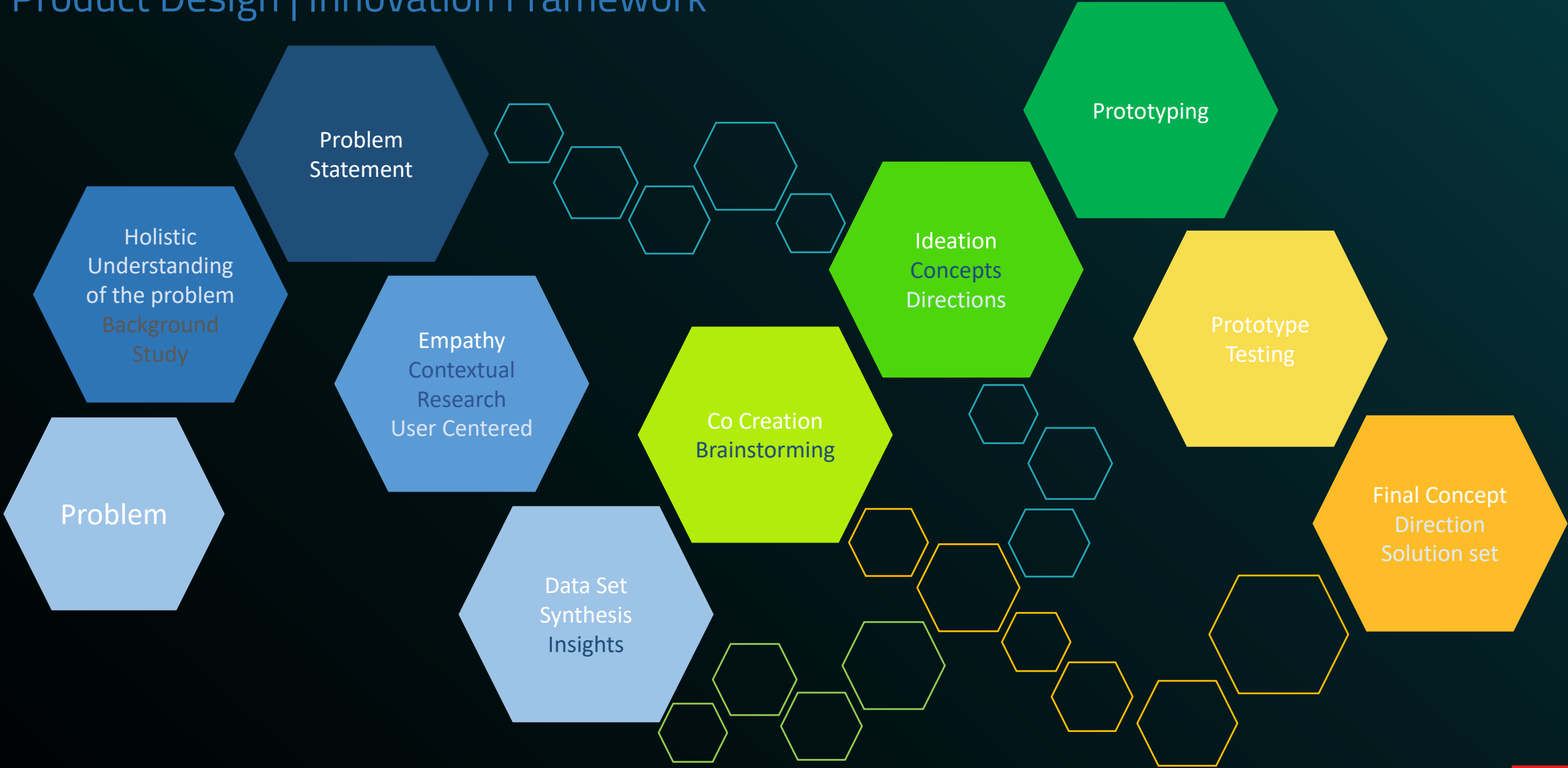
Form B Design+Research weaves Design Thinking into their Strategic Design Process to use it as a strategic tool to perform in an increasingly competitive environment.

Our core process involve

- Industrial Design as a Strategic tool for the advancement of businesses.
- Conducting research and develop strategies for companies to develop products more sustainably.
- Using product innovation as a strategic tool to perform in an increasingly competitive environment.
- Research and Synthesis of trends in consumer behavior, styling, furniture, automotive and fashion.



Product Design | Innovation Framework



D E S I G N P R O C E S S



Design Thinking

Design Thinking Innovation Framework

Strategic Design

Work....

Product Design

Service Design

Crafts



PS. ... A good part of the work is confidential. So please get in touch for a detailed portfolio !

Please note that this portfolio also contains the work of the founder, Sanjith A K, across his whole career at various organisations. This document is to appraise the user of our total experience and expertise.



Our Work

.....New Product Development: from a `spark' to a finished product

Our main core area is product development. We have extensive experience in conceptualising and building new products and services.

With expertise in unearthing core insights through Design Research to exploring new form factors, exploring new ways of designing and manufacturing products.

Infusing the values of cost effective manufacturing , sustainability and building strong brands through products and services

Industrial Design: Have around 35+ products which are successfully launched in the market.

Design Research and Strategy: Around 30+ presentations have been submitted to clients

Graphics Design: Branding. Book Cover, Poster , product graphics have seen the light of the day!

Project Management: Have not counted the number of projects which has been successfully managed from Concept to Engineering and Production!

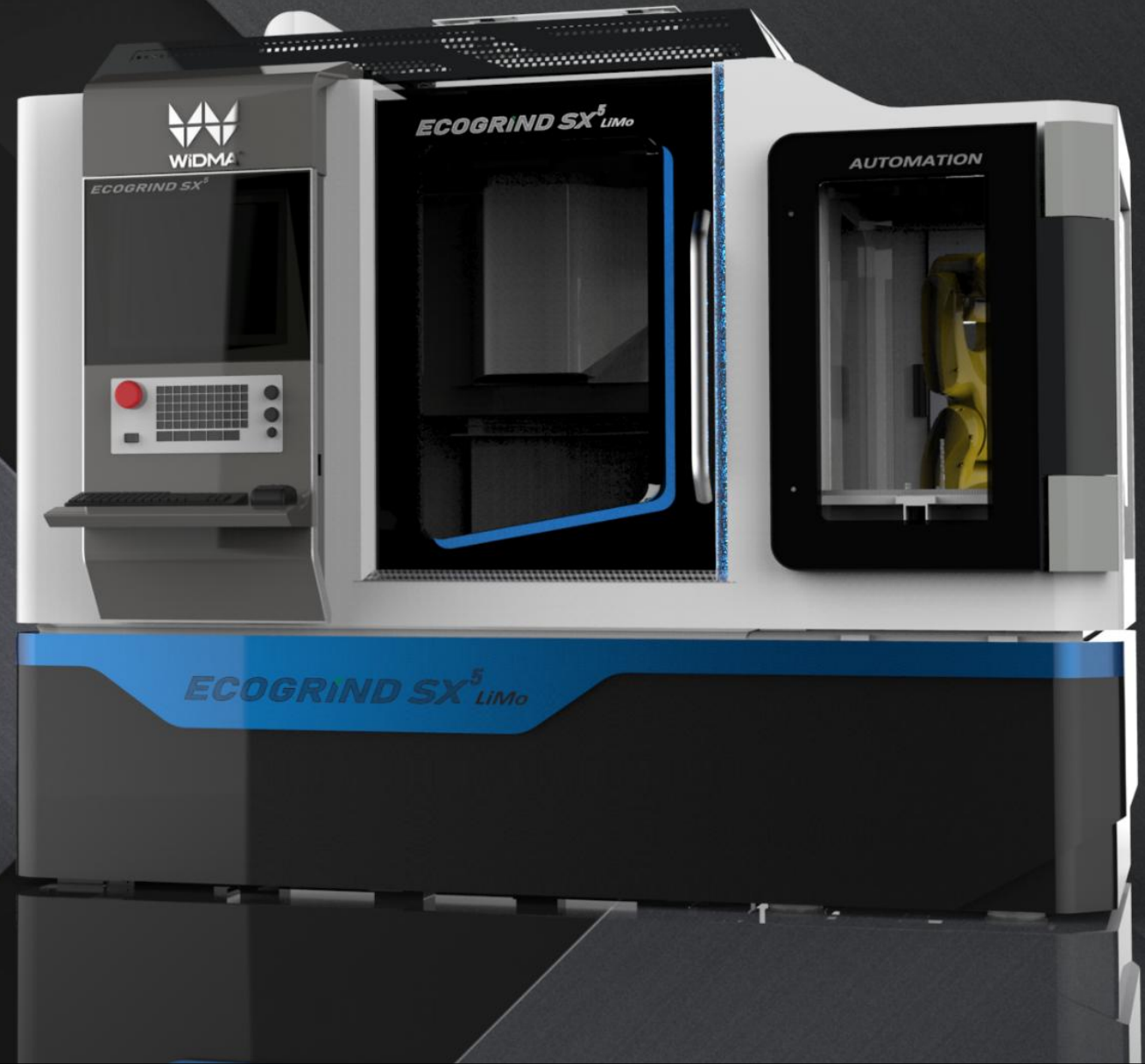


IMTEX FIE 2019 award

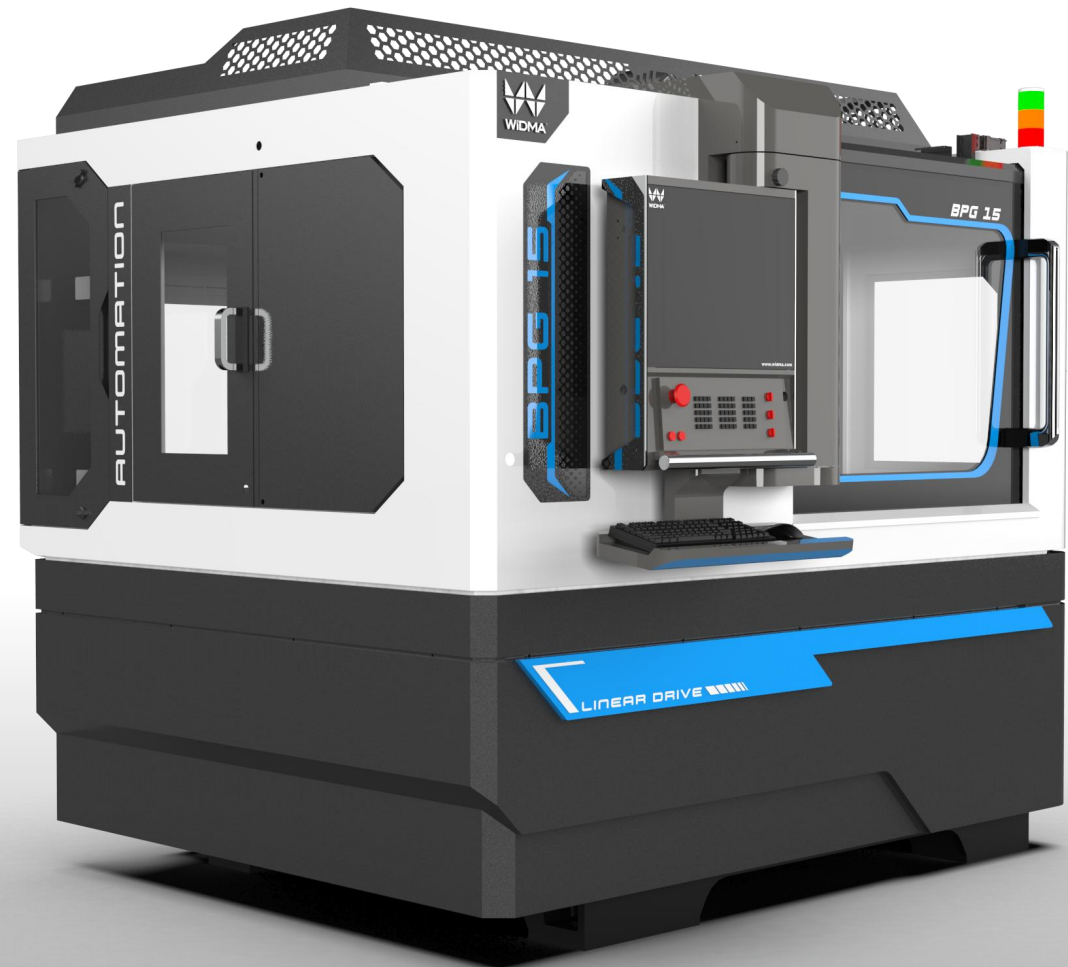
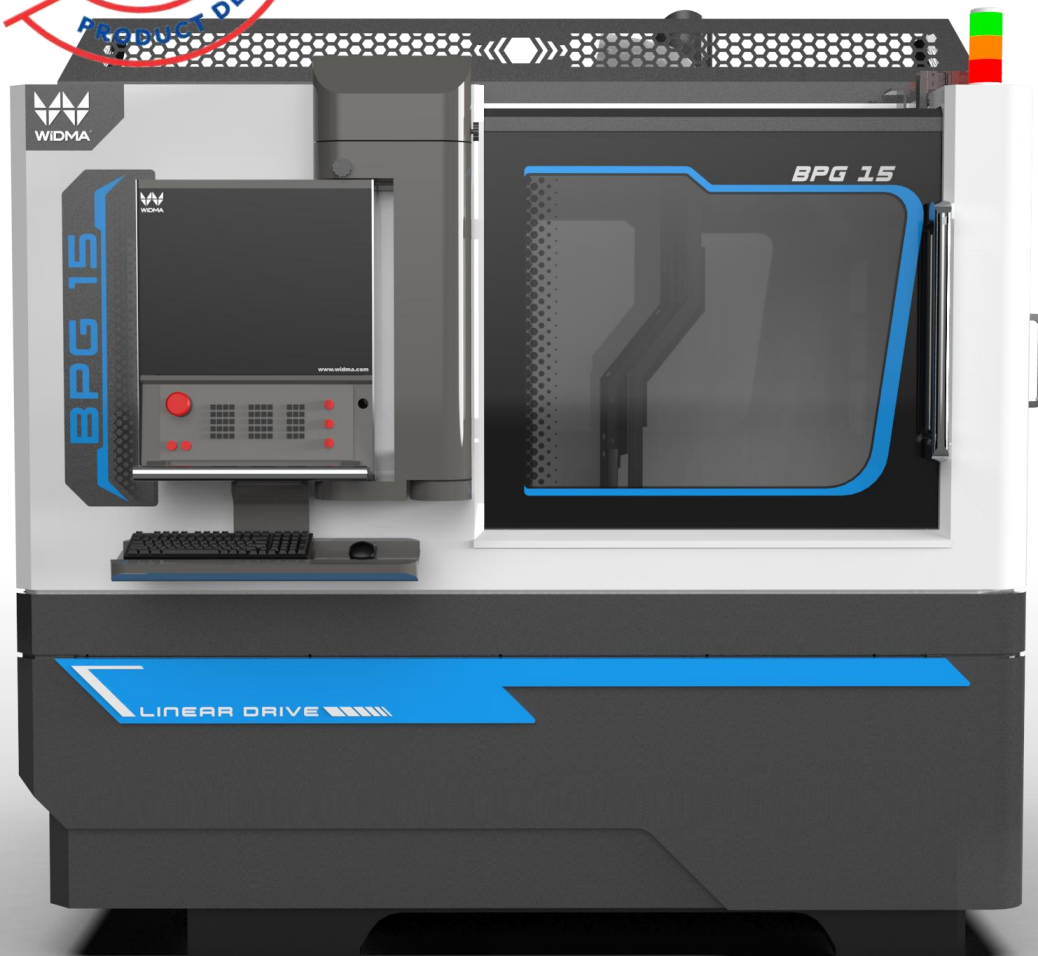
Bringing the contemporary visual culture to Machines

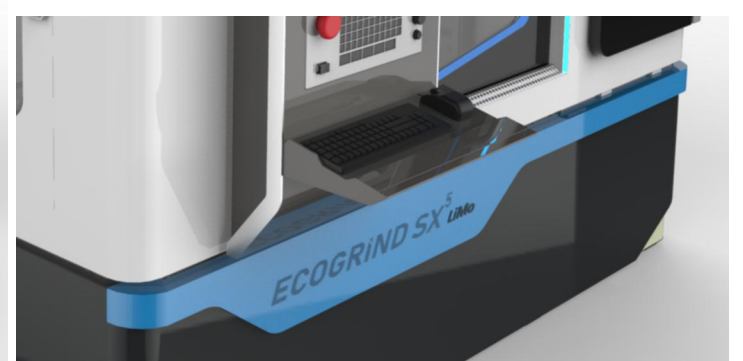
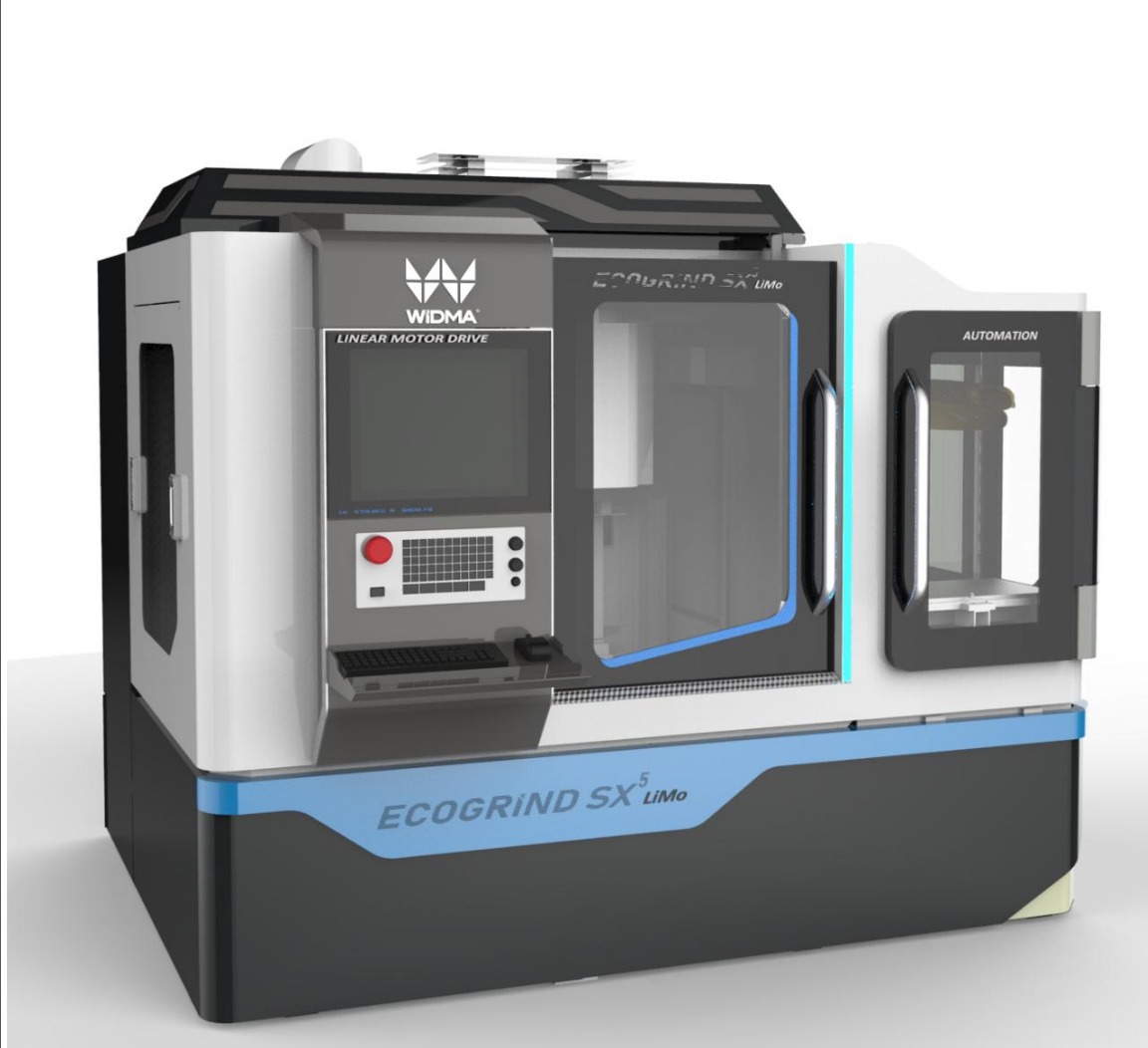
Ecogrind SX 5 Limo was the first project of Form B Design + Research to be launched...

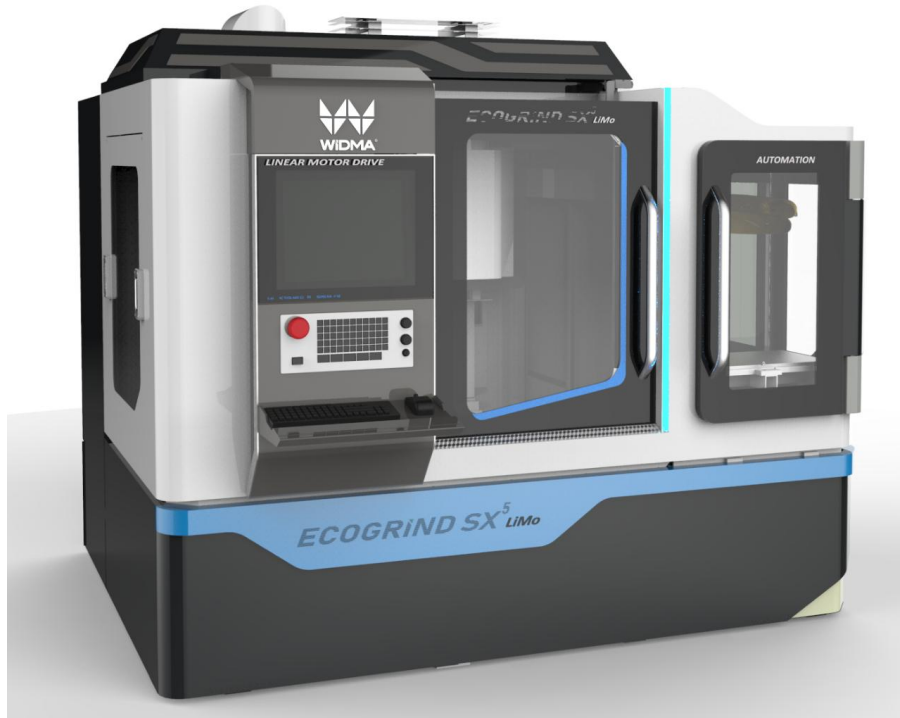
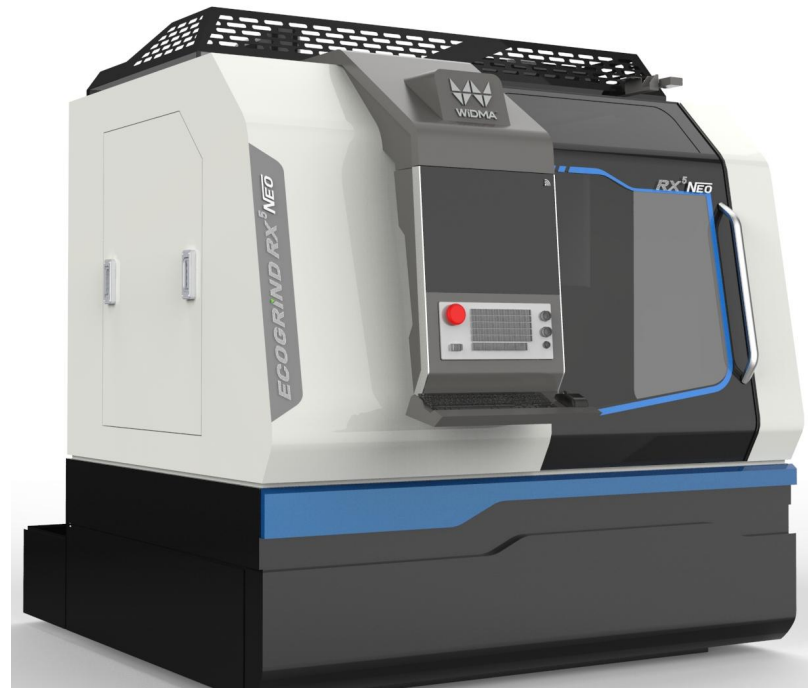
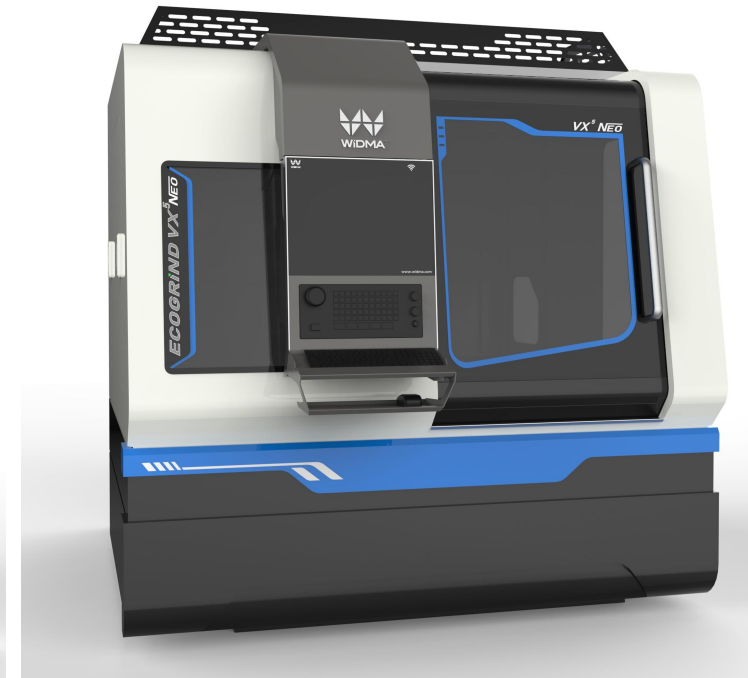
Form B Design + Research designed a stunning exterior style for the machine which reflects the sophisticated technology, precision and the compactness of this new range of tool and cutter grinders









**ECOGRIND SX5****ECOGRIND RX5****ECOGRIND VX5**

Bringing the contemporary visual culture to Machines

One of the main things that we have tried to achieve is to project the brand through the machines. Apart from the contemporary look, the machines have some common elements which are continued through the Widma machines.

ECOGRIND

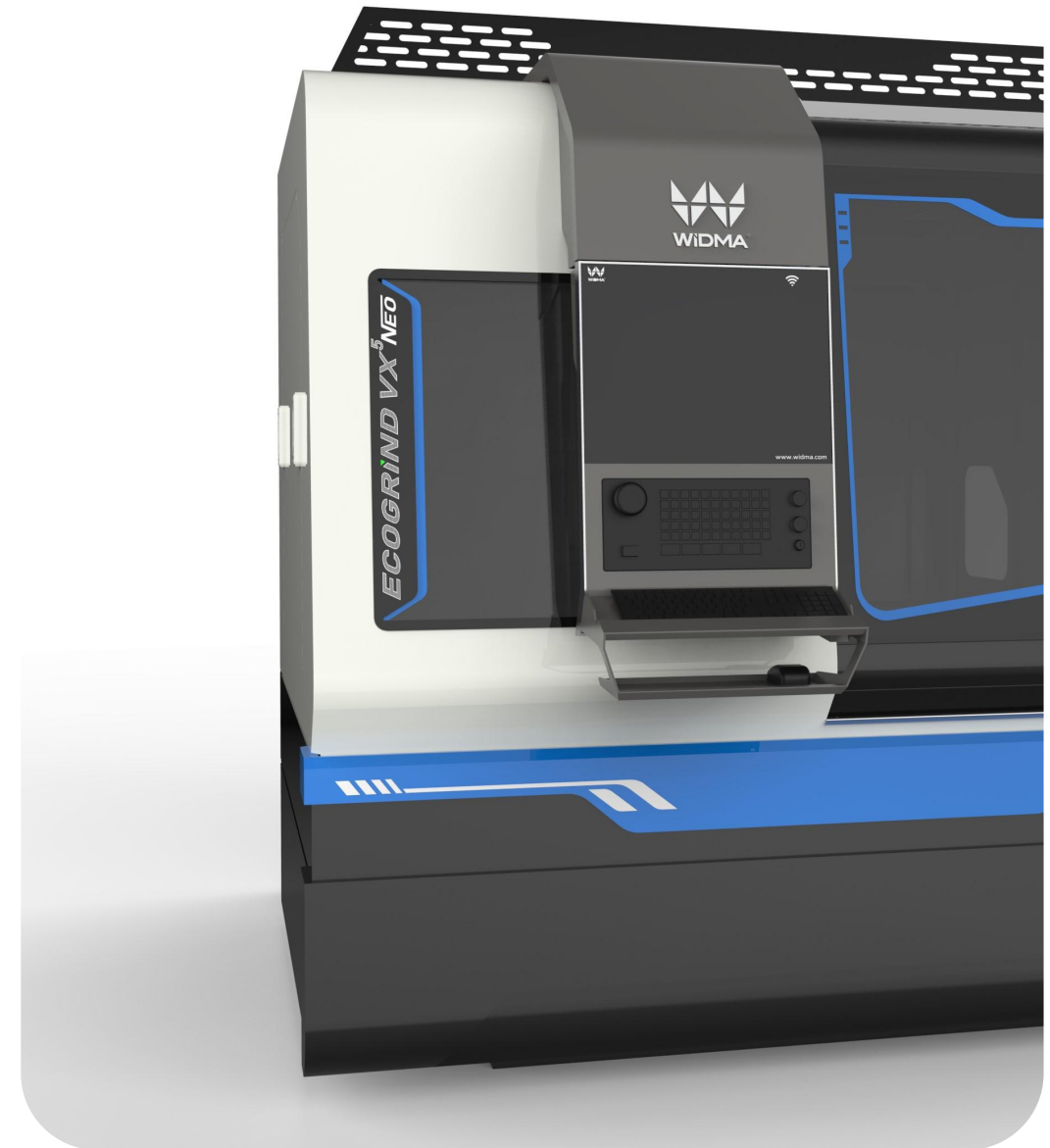
The **Ecogrind** logo was designed for the Widma sub brand, when we did our first machine: Ecogrind SX5

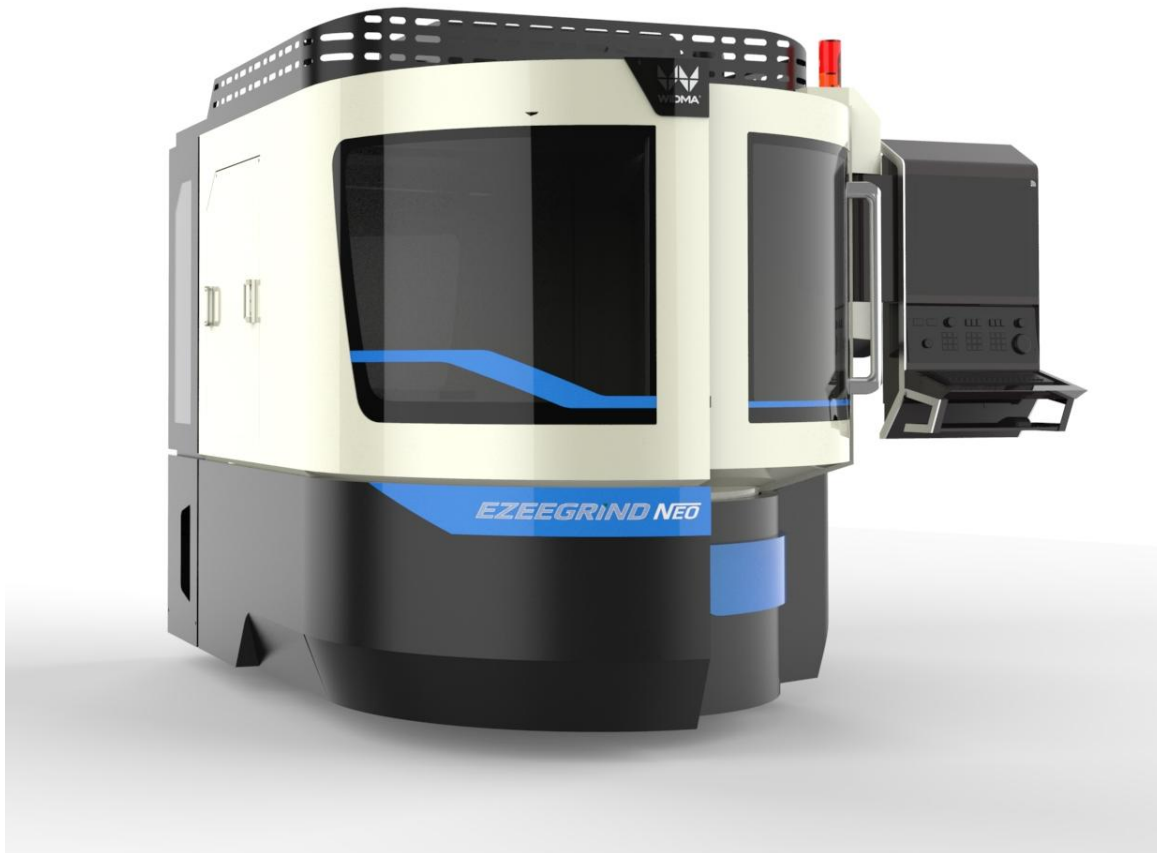
The logo indicated precision and craftsmanship at its core. With Speed, dynamism and robustness built in.

The logo was designed in such a way that all future machines of the series can be added in a structured and seamless way

ECOGRIND VX⁵ NEO

ECOGRIND SX⁵ LiMo





Bringing the contemporary visual culture to Machines

The challenge here was extending the design language to a different format. The common elements like the blue panel has been taken over gracefully into this machine.

All logos and graphics are exclusively designed to keep in line with the brand identity



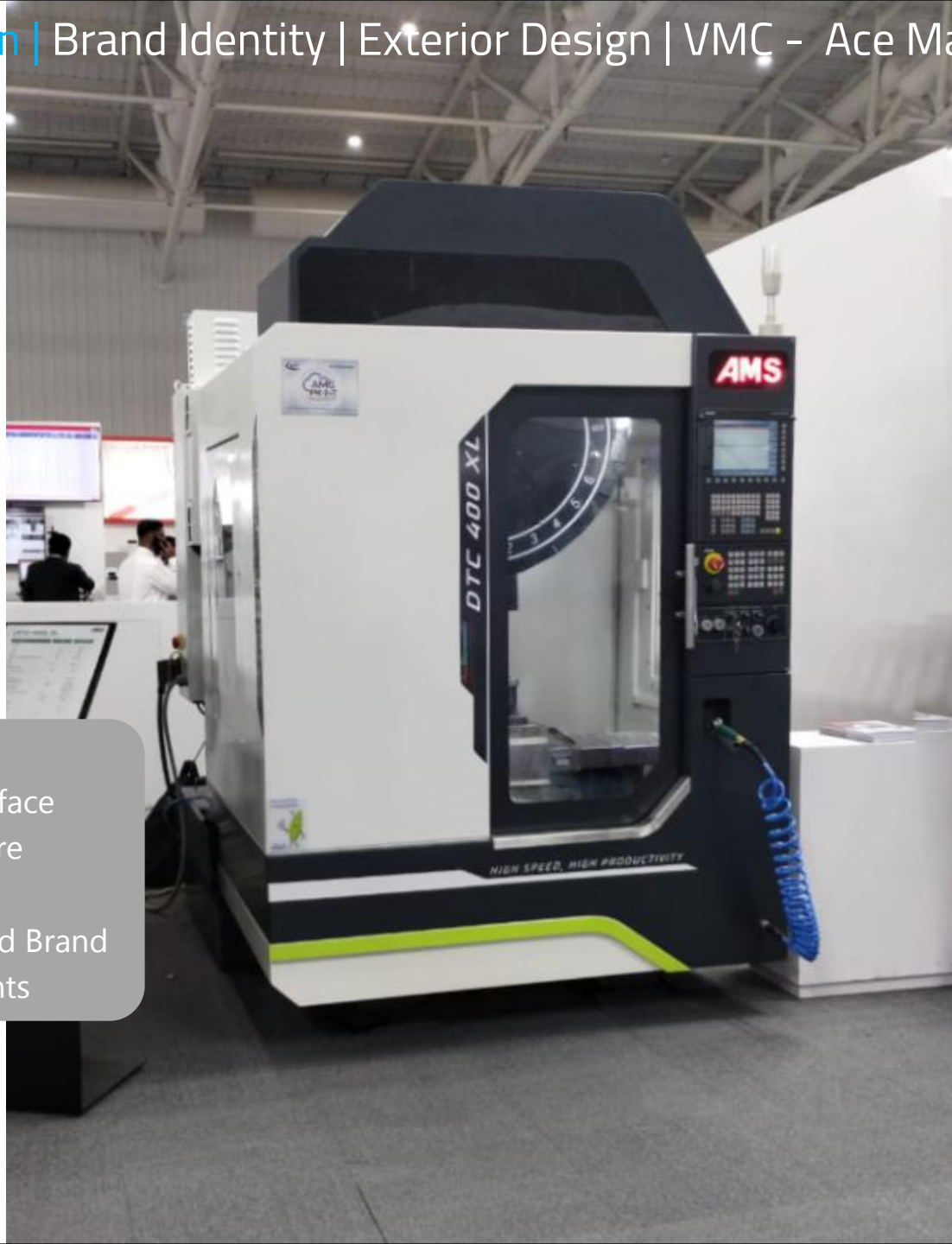


IMTEX 2023 AMSL stall

We are building a unique identity for the AMSL VMC line, by giving a visual dynamism to the product line

Brand Design:

- DTC Logo typeface design for future project range
- All Graphics and Brand Identity Elements











Lohia Corp Limited | Plastindia 2023

Lamination Machine. Exterior Design. Rendering a cohesive design language across units and a unique standout Brand Identity

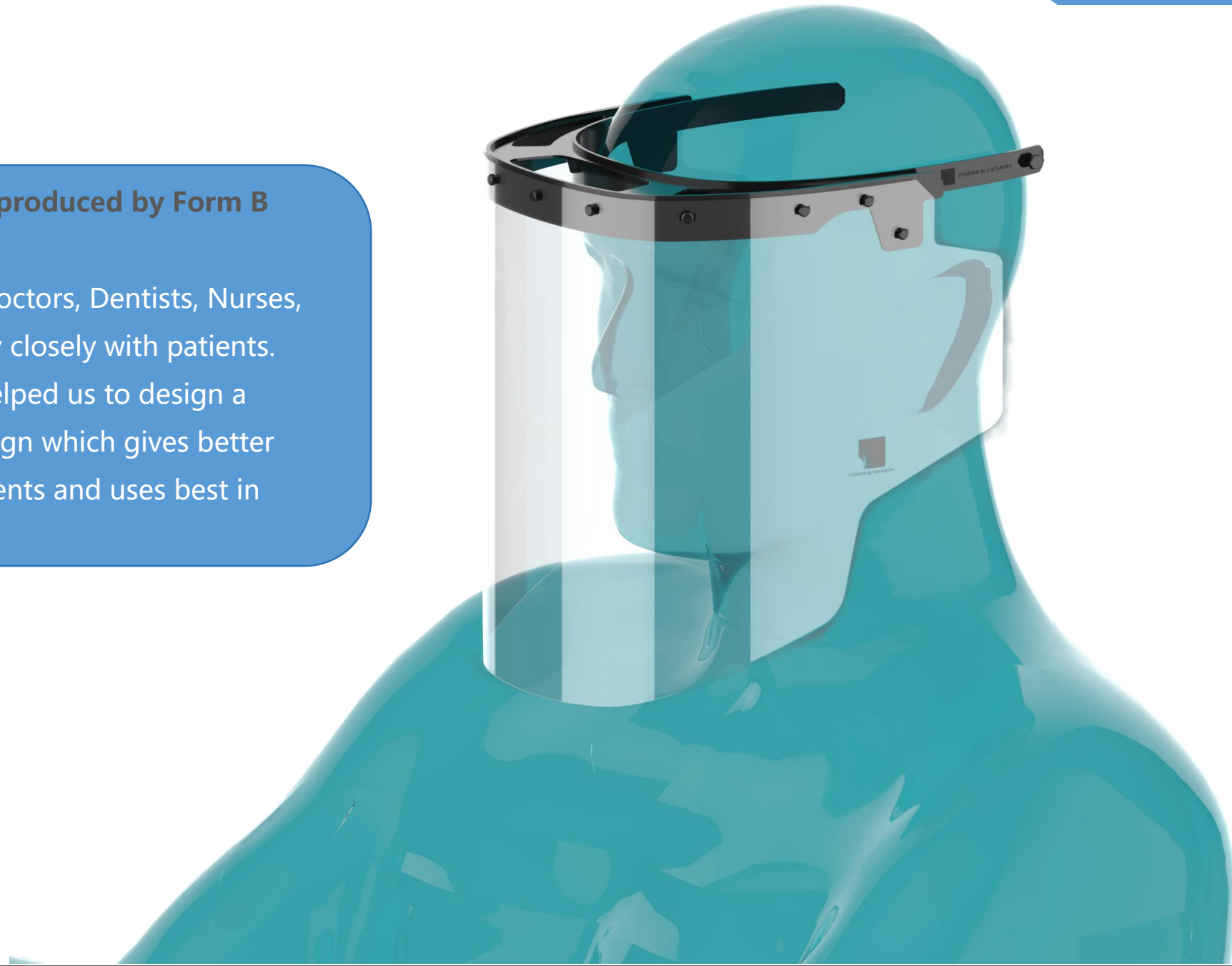
Lohia Corp Limited | Plastindia 2023

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Face F is a faceshield designed and produced by Form B Design.

Face F is a Face shield designed for Doctors, Dentists, Nurses, etc , mainly for people who work very closely with patients. Our extensive research experience, helped us to design a robust, ergonomic and functional design which gives better coverage takes care of facial movements and uses best in class materials.



INDIA'S
1
TOUCH MIXER GRINDER



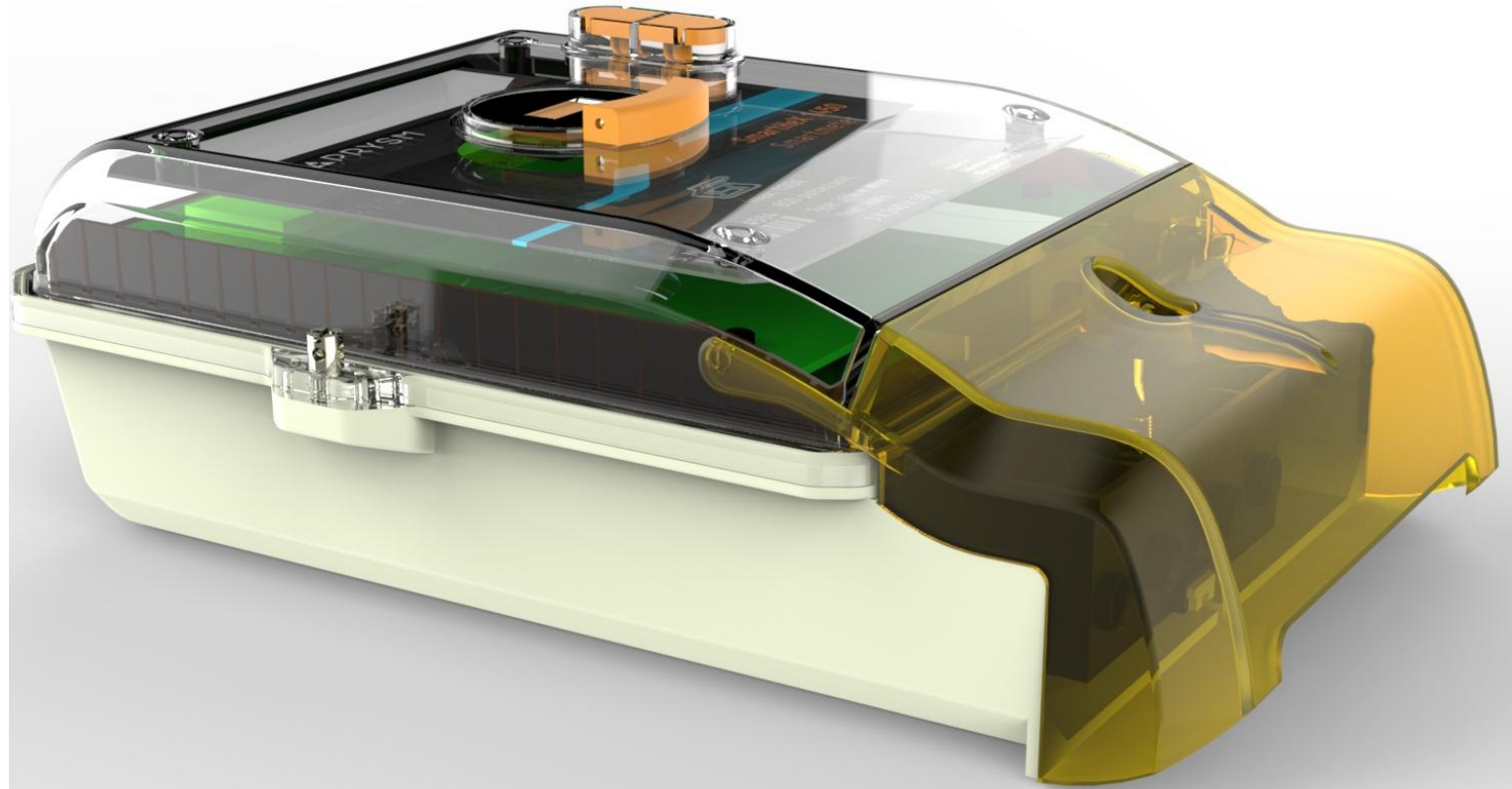
TOUCH PANEL

Design & Development of the Touch Interface

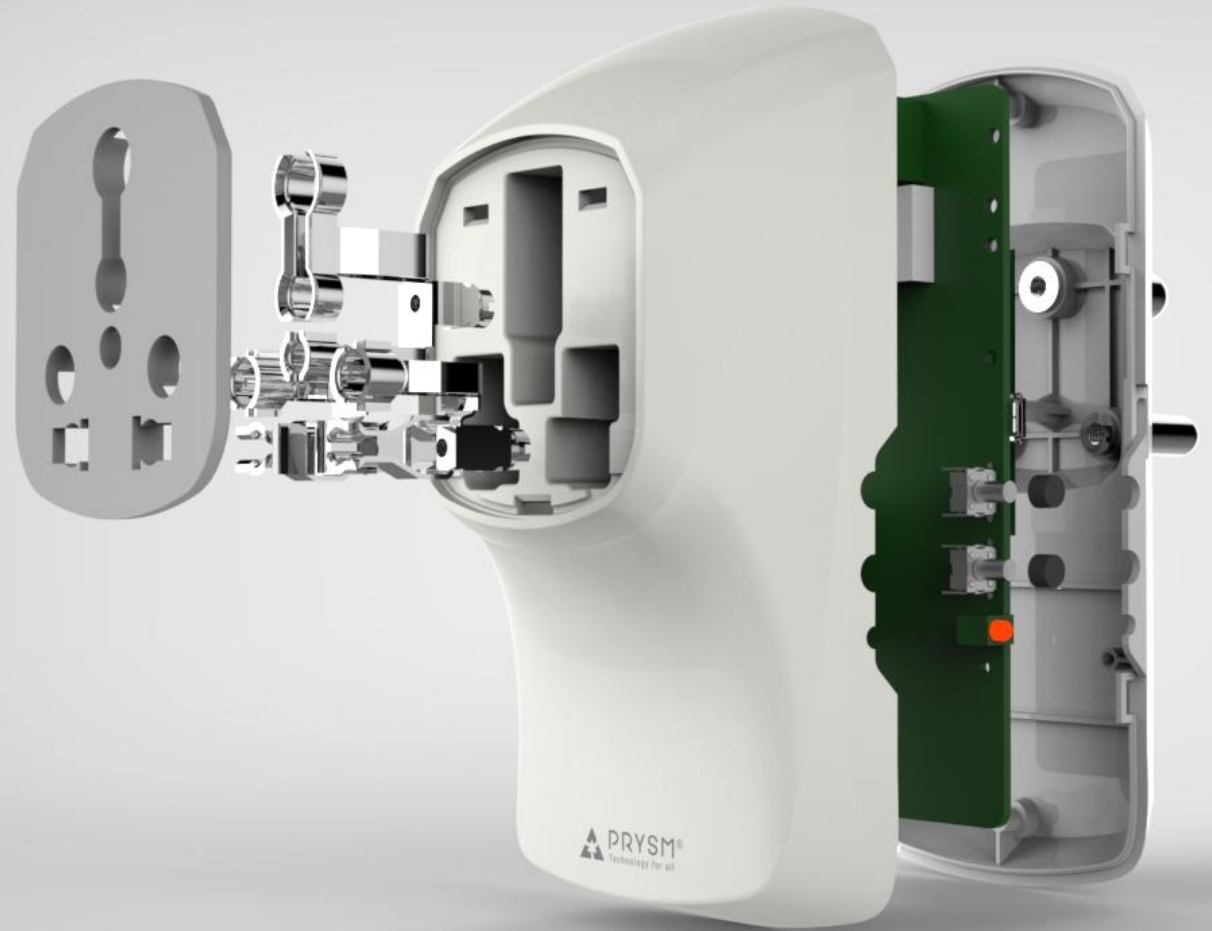
Designed the Touch Interface and developed the Electronics for the touch panel through partners and offered a complete solution.

Innovative cook top for Stovekraft with glass and aluminium

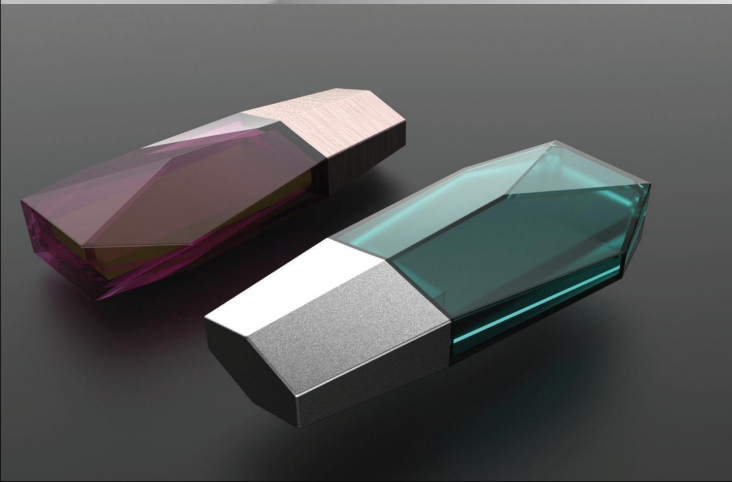
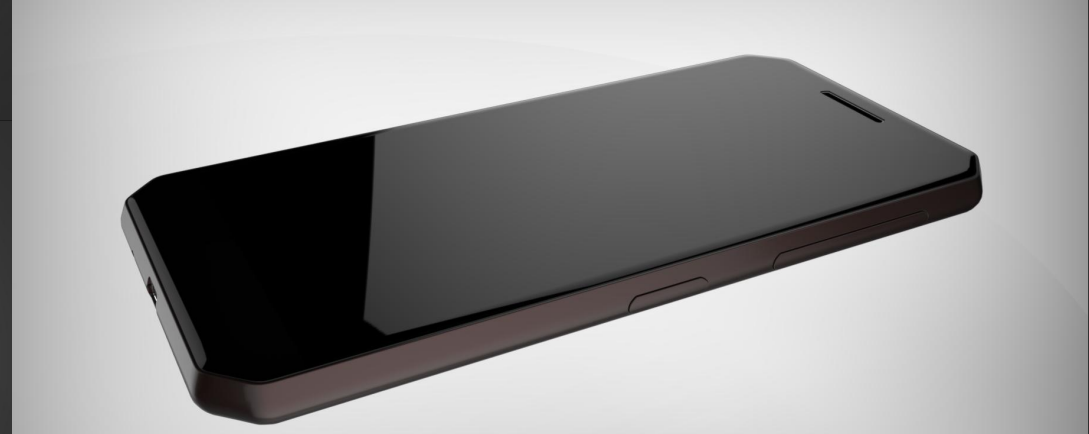




Smart meter: Product Design, Material Selection Engineering, Tooling and manufacturing support



Industrial Design | Brand Identity | Consumer Electronics





SERVICES

.....New Product Development: from a `spark' to a finished product

Verticals

Consumer Electronics

Consumer Durables

Capital Goods

Medical Products

Industrial Products

Automotive

FMCG

Services

Innovation

Styling

Trends Research

Consumer Ethnographic Research

India focussed Product and Services Entry

Design Strategy for Startups

Cost Effective Design, Engineering & Manufacturing

Reverse Engineering



SERVICES

.....New Product Development: from a `spark' to a finished product

Core Areas

Industrial Design

Strategic Product Design

Design Thinking

Design Research

Brand Design

Graphics

Mechanical Engineering

Prototyping

Support

Project Management

Vendor Development

Tooling and Part production

Manufacturing support

Design Registration



SERVICES

.....New Product Development: from a `spark' to a finished product



Note: Services can be offered as a turnkey , or at any stage mentioned above



SERVICES | Associates & Partners

.....New Product Development: from a `spark' to a finished product

CAS

3D Scanning

CAS Modelling

Class A surfacing

Reverse engineering

Catia v5 training

Prototyping

3D Printing

Rapid Prototyping

SLA/SLS

Electronics

Embedded Systems Design

PCB Layout Design

Electronics Manufacturing and

Assembly

Factory Automation

Business Consulting

Digital Marketing

**Adessa Design
Services**

Brahma 3D

**Flywheels Embedded
Research Pvt Ltd**

Creative Insights

Network with additional Industrial Designers, Mechanical Engineers and Researchers for scale up..



C O N T A C T

Sanjith A K

+91 9741776204, 7676310662

sanjith@formb.co.in

sanjith@formbdesign.com

A D D R E S S

Form B Design and Research Pvt Ltd

2nd Floor, #849, 12th Cross, 4th Main, Near BDA Complex

1st Stage, Indiranagar

Bengaluru, Karnataka 560038

www.formbdesign.com

T H A N K Y O U

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