



A n d r e w  
R o g e r s  
I n d u s t r i a l   D e s i g n



**Andrew Rogers Industrial Design (ARID) was established in 1987 when Andrew took the leap from being employed as a product designer for Clipsal to create his own industrial design consultancy. ARID has since outgrown three premises and moved to the Thebarton Research Precinct in February 1994.**

**ARID is a professional design consultancy staffed by fully qualified designers offering a wide range of services to suit clients with varying needs.**

**ARID can offer a comprehensive coordinated package for the development and management of completely new products, packaging and promotional graphics.**



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**Design is problem solving**

*"We provide creative problem solving with style"*

## **Services**

Industrial Design (product design)  
Design Management  
Value Analysis  
Systems Analysis  
Problem Solving  
Photorealistic Computer Illustration  
Animated Computer Modelling  
Desktop Video  
Rendering (Illustration)  
Drafting  
Prototype and Model Making  
Vacuum Casting  
Bridge Tooling  
Tooling Coordination  
Pattern Making  
Exhibition  
Production Coordination  
Product and Corporate Graphics  
Packaging  
Technical Manuals  
Photography  
Graphic Design  
Advertising  
Signage  
Web Design

## **Facilities**

The Studio is equipped with seven computer workstations installed with the latest software and technology. This allows us to produce 2D technical drawings, 3D parametric models and surfaced models, suitable for file transfer to rapid prototyping facilities and tool makers, along with all graphic and web design capabilities.

With our extensive workshop we can provide a variety of services, including model making, prototyping, pattern making and small scale manufacturing. Our location within the University of Adelaide Research and Commerce Precinct gives us direct contact and access to many test and research facilities located on the campus.



## Computer Aided Industrial Design

The design studio is equipped with seven state of the art PC workstations. The computers allow us to document designs accurately and rapidly. The mix of software and hardware we have chosen allows us to use the precision of the computers without restricting creativity.

### Hardware

As well as a network of seven IBM compatible personal computers we have the following hardware.

|                            |                          |
|----------------------------|--------------------------|
| A4 Colour scanner          | Zip Drive                |
| CD Writer                  | CD Writer                |
| A3 Inkjet printers         | Slide Scanner            |
| A1 Pen and Pencil Plotter  | Digital Video Camera     |
| CD ROM                     | 35mm Photographic Studio |
| Laser Printer              | 4 Axis CNC Mill          |
| Fibre Optic WWW Connection |                          |

### Software

**AutoCAD Mechanical Desktop** A two and three dimensional technical drawing package used for technical drawings, geometric calculations, parametric modelling, surfacing and IGIS extension for AutoCAD.

**3D Studio Max** Photorealistic modelling and animation package for presentations.

**Corel Draw** Graphics package used for graphic design photo retouching and technical literature.

**Corel Word Perfect Suite** Used for general office and record keeping.

**Photoshop** Photo retouching.

**DreamWeaver** Web page design.

**Adobe Premiere** Non-linear video/audio editing software.

**NC Polaris** Computer aided machining software to drive CNC milling machines.

### Security

As well as alarms and security patrols all computer files are coded and password locked to ensure project security.



## The ARID Workshop

Our extensively equipped workshop and highly skilled staff allow us to produce 3 dimensional objects utilizing a myriad of mediums, from the simplest cardboard model to precision functional prototypes.

### Machinery

4 Axis CNC Micro Milling Machine.

3 Axis CNC Model Making Mill

Metal lathe 600Dia x 1000 between centers

Metal lathe 100Dia x 400 between centers (watch makers lathe)

Turret milling machine fitted with digital readout

Wood lathe

Spray painting

Table saw

Bench grinder

Planer and thicknesser

Welders

Disk sander 600Dia

Grid blaster

Band saw 450 throat

Metal bender and

Fret saw 400 throat

rolling machine

Bobbin sander

Foam cutter

### Hand Tools and Accessories

As well as a large range of air power and hand tools we have an extensive range of metrology equipment including a digital height gauge, gauge blocks, sine bar, micrometers (0-200), Vernier and digital callipers up to (600) and a Vernier protractor and other accessories include boring heads and a rotary table for the milling machine.

### Vacuum Casting

A cost effective method of producing accurate multiple prototypes, the process utilizes flexible silicone moulds and urethane casting resins to produce parts with properties similar to finished injection moulded parts. The nature of the process allows easy reproduction of extremely fine detail including snap fits and undercuts.

Vacuum metal casting

Small scale zinc, aluminium and precious metal casting.

### Bridge Tooling

In house construction of CNC machined aluminium and aluminium filled epoxy injection moulding tools allow ARID to provide short runs of injection moulded parts in the specified materials.

### Security

Alarms and security patrols ensure the security of projects in progress.



## **Network**

The extensive range of in-house services offered by ARID are supplemented by strategic alliances and partnerships with organisations offering complimentary services.

Such partners include:

Electronic Design and Manufacture.

Electrical Design.

Toolmaking.

Moulders.

Manufacturing and Assembly.

Printing.

CNC Machining.

ARID and our network of suppliers provide a worldclass total manufacturing solution.



## **Clients**

Bridgestone Australia  
Biocom  
Dunlite  
CSR Softwoods  
Clipsal  
Program 21  
Computer Cable Installations  
Robinhood  
Tytronics  
Rega  
Myttons  
Tekelek  
Diemould  
Shell Australia  
Kelvinator  
Carlton Manufacturing  
Tecalemit  
Olympic Aluminum Casters  
TFIA  
Monroe Australia Ltd  
Barrie Tucker Design  
Street and Park Furniture  
Hunter Philips  
Solahart  
Chief Australia  
Carmtrol  
ETSA  
E&WS  
Wendy's Supa Sundaes  
Britax Rainsfords  
Liquiphase Management  
Bonaire  
Email  
Scan Optics  
K-Aire  
Bravis  
Camms

Bear Solutions  
Mac Mahons  
Axeze  
Comfort Breeze  
WIA  
Vision Systems  
Air World  
Seeley International  
Tenix  
Hills Industries  
CRCERT  
MANNIX  
Tasmore  
Adelaide City Council  
Normandy Mining  
Tomco  
Welding Industries Australia  
(WIA)  
Practel  
SEA  
Possum IT



## Testimonial

Project: Chief Kitchenware (1999)

"The team at Andrew Rogers Industrial Design were involved from the conceptual stage of the project through to the final packaging of the product range. This also encompassed building prototypes for the presentation to our customers, tooling drawings for our external tooling manufacturers, etc.

During this period, I personally found Andrew's contribution outstanding as he took the concept and helped bring the whole range to fruition.

Andrew worked extremely well with our team and I have no hesitation in recommending Andrew's business as a complete industrial design service to any perspective client."

Brad Draper - *Managing Director of Chief Kitchenware Pty Ltd.*

Project: Speakeasy Digital Interface (2000)

"ARID's ability to work with us starting at the initial concepts through to production worked extremely well and proved to be a great success. SDI is a high profile product within the defence community and we have received numerous comments regarding its professional and ergonomic look.

ARID's expertise in industrial design helped overcome many technical, budget and schedule challenges."

Claude Messina - *SDI Project Manager of Tenix Defence Systems*



## Testimonial

### As published in *Manufacts* magazine

Project: TEC 7000 hose reel (1996)

Andrew Rogers Industrial Design was commissioned by Tecalemit to undertake the design and product styling of an industrial hose reel.

Ron Carter, Manager, Tecalemit Products Division, said the project was especially demanding because the hose reel was being targeted at an international market.

"Andrew's industrial design skills were invaluable to us on this product." Mr Carter said, "His professional approach to this and subsequent projects enabled him to quickly understand the target market's requirements and to streamline our new product development programs."

Project: Brivis Climate Control (1997)

The brief was for the design and specification of all mechanical and visual components for a control unit for heating and cooling both domestic and commercial premises. Distribution was to be Australia-wide and in the US through Brivis Climate Systems.

The result was an injection-moulded plastic control unit, with a 160 segment custom-designed LCD, silicon keys and a rotary input dial.

Key benefits for consumers included its ease of use.

Brivis Managing Director Tim O'Brien said the unit was visually appropriate, and had received a very good market acceptance from customers who appreciated its elegant design.



## Testimonial

### As published in Manufacts magazine

Project: Boulevard (1997)

Street & Park Furniture required a new range of furniture for use in street parks and other public spaces.

The range subsequently designed by ARID opened a new market for Street & Park by expanding its product range for Australia-wide distribution.

"ARID has provided an invaluable industrial design service to us for a number of years." Said Street & Park Managing Director Cameron Johnston, "of which the Boulevard project was the most significant. The work has already been widely applauded and specified."

Project: SO 5000 ophthalmic microscope (1998)

The project involved the industrial design and general mechanical design input for the manufacture of a new ophthalmic microscope for Scan Optics.

The product that eventuated provided significant new features and opened up new markets for the company.

"The design service provided by Andrew Rogers has been of international standard." Said Dr Rod Warkins of Scan Optics. "ARID provided a high level of industrial design combined with a solid practical understanding of manufacturing procedures."



## **CD ROM**

The included CD Rom contains a slide show of recent work by ARID and a copy of our web site.

### **Minimum System Requirements:**

Pentium grade PC  
32MB RAM  
16 bit colour display  
4x speed CD Rom drive  
Windows95/98  
Internet Explorer 4 or better  
Adobe Acrobat Reader 4

### **Autorun:**

Insert CD into drive the CD will self execute in about 10 seconds.

### **Manual:**

Insert CD and run Start\_CD.exe

**This CD ROM was designed and produced by ARID**

## **Andrew Rogers Industrial Design**

Building 11, 35-37 Stirling Street,  
Thebarton, South Australia 5031.

Phone: (08) 8234 1833

Facsimile: (08) 8234 6314

Email: arid@ardesign.com.au

Web site: www.ardesign.com.au

