



COPYWRITING PORTFOLIO

SEO WEBSITE COPYWRITING*: DESIGNEERING

Designeering is a Leicester-based company offering a mix of graphic design and product design to businesses, predominantly in the UK, France and China.

*This is the original copy I supplied at the time of writing, as approved by the client. There may have been subsequent updates and changes to the live site.



This project was part of a dramatic redesign and SEO rewrite.

One of the challenges was getting the language right, because a lot of the language, especially around 'branding', had changed.

This involved a lot of Voice of Customer research to see what people were searching for and the results each search was getting.

I knew from the start that the final copy would be translated into French and Chinese, so I was careful to keep this in mind.

If you need effective SEO copy or content for your website, you can get in touch via my [contact page](#).

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HOME

Bringing brands and products to life with innovative and strategic design.

Designing is where creative graphic design meets practical product engineering. And where French, avant-garde creativity meets dependable British design. If your visual branding needs a rework or you have a new product idea you want to develop, we can make it happen.

Branding services

Imagine the value professional graphic design could bring to your visual branding. Designing will create a strong visual identity that engages your customers and establishes your credibility. Our comprehensive range of branding services will give you a powerful competitive advantage that will set you apart from the rest.



3D product design

Maybe you have a new product idea to explore or an existing product that needs an update or improvement. Designing offers 3D product design services, from concept design and idea development, to CAD engineering, prototyping and machine casing design. We offer everything you need to create a functional, marketable product.



<Intros and links to three case studies/testimonials>

Why discuss your next project with us?

Designeering offers you more than 25 years' product and creative design expertise. Our measured and strategic approach will benefit your business in the long-term, too.

As your brand guardian, we'll ensure your new branding is applied consistently across all your digital and design for print projects. We can help with all your visual branding, including packaging design, print advertising, web design, vehicles and uniforms.

For your 3D product design, we'll help you develop an effective product evolution strategy. Evolving your product with new looks and features will help keep it current and relevant, so it will continue creating revenue for you in the years to come.

If you have a new branding project or a product idea you'd like to discuss, we'd love to hear from you.



BRANDING

Branding services that make your business unmistakable and unforgettable.

Branding is not just a logo. It's what shapes your customers' perception of your business. Designeering offers a full complement of branding services to cover everything your business needs. They include visual branding, websites, packaging and design and print.

Visual branding

With 25 years' branding experience, Designeering will transform your visual identity with compelling graphics and logo design. Every element will be carefully considered to represent your business, appeal to your target audience and add value to your brand.



Web design

Your company website is the most vital element of your online presence. Designeering specialises in stunning, bespoke WordPress web designs. Your new website will be a synergy of good branding and user-friendly design. It will load quickly and operate smoothly, for the best user experience on desktop and mobile devices.



Packaging design

If your product needs custom packaging to protect and promote it, Designeering will design and produce it for you. With extensive 3D product design experience, we create original branded packaging designs with innovative form and practical function.



Design and print

Design and print is one of the most effective media for promoting your brand offline. Designeering manages the whole process, from the initial concept to the graphic design, creating the final print-ready artwork and arranging the printing and finishing.



Advertising graphics

Do you need help with graphic design for advertising? Designeering combines high-impact graphics and smart copy to deliver striking, thought-provoking and persuasive advertising. The kind that makes an impression, gets your brand noticed and helps you sell.



Brand guardianship

Who's taking care of your visual brand, making sure it's applied properly and consistently across all your channels? With over 25 years' visual branding expertise, Designeering is the perfect brand guardian for your visual identity and long-term brand strategy.



A variety of branding services

A potential customer makes their first impression of your brand the second they see your visual branding. If you want to make the best impression, you need the best team working in your corner.

Designengineering offers comprehensive and consistent branding services for your entire business, from your web design to your business card.

To find out more about working with us, or discuss a project, it's easy to get in touch.



How your consumers value your brand

86% say brand authenticity is important

86% of consumers say authenticity is important when deciding what brands they like and support. (Stackla, 2019)

64% favour brands with a clear purpose

64% of consumers find brands that actively communicate their purpose more attractive. (Accenture Strategy, 2018)

66% value brand transparency

66% of consumers think transparency is one of a brand's most attractive qualities. (Accenture Strategy, 2018)

81% prefer to buy from brands they trust

81% of consumers say brand trust is a deciding factor when considering a purchase. (Edelman, 2019)



BRANDING / VISUAL BRANDING

Visual branding with the power to make connections and shape perceptions.

Your visual branding creates an instant first impression of your brand, so you need to make it count. Designing creates distinguished branding that's distinct, compelling and timeless. It will embody your brand and invoke everything you want your customers to feel.

The power of visual branding

It takes a fraction of a second for your customer to form an opinion of your brand. To decide if they like it, if they feel emotionally connected to it and if they want to find out more.

And because your customers process visuals 60,000 times faster than words, that decision is based almost solely on your visual branding.

Your visual branding is one of the main reasons customers will choose your brand over your competitors. And it's vital for making your brand one they know, like and trust.

More than just a logo design

Your logo design is an important and essential part of your visual identity, but it's not the only thing that needs careful consideration.

An effective visual identity is composed of several parts, including the logo, colour scheme, typography and graphic elements. There may also be visual assets, such as infographics, library photographs and illustrations.

Visual branding determines how all those elements come together, the way they're presented and how they interact with each other.

The perception your visual branding creates will trigger both a practical and emotional response in your target audience.

Design that embodies your brand

Creating your visual identity is an in-depth process. We take into account all the elements of your brand to get the necessary insight into your business, its products, services and unique selling points.

We'll consider the customers you want to attract, your place in the market and your competitors. And we'll develop an understanding of your brand; its objectives, purpose, values and personality.

Your final visual identity will encapsulate all these things. It will be designed to influence how your ideal customers perceive your brand and how it makes them feel, with the ultimate objective of increasing sales.

Your visual brand in safe hands

With more than 25 years' visual branding expertise, Designeering is au fait with creating new brands. Our branding services help businesses like yours to succeed, through the expression of a versatile and well-conceived visual identity.

Work with us and you'll receive a consistent, personal service, dealing with the same designer for your first and future projects.

If you want the kind of visual branding that sets you apart, [reach out to us](#) today.



BRANDING / WEB DESIGN

Bespoke WordPress websites designed and coded exclusively for your business.

The majority of purchase decisions start with an online search, so having an accessible website is vital. But your website also needs to be fast, visually engaging and expertly designed. Designeering specialises in web design that attracts, immerses and converts your customers.

Web design that wows

Designeering is a Leicester graphic design agency specialising in web design.

Choose us as your web design team and you'll benefit from more than 25 years' graphic design expertise, translated into beautiful, functional and user-friendly WordPress websites.

Your new web design will be clean, modern and designed to age without dating, so it will serve you for longer. And all WordPress websites come with a Content Management System (CMS), so you can add posts to your blog and update your page content.

We also offer affordable and reliable web hosting with weekly cloud-based site back-ups included.

Designed to perform

Many web design companies use off-the-shelf templates to create your website. We don't.

Adapting templates creates messy code that slows your website down and stifles its performance.

We'll design and code your responsive WordPress website from scratch. This means you'll have all the features and functions you need, and none of the ones you don't.

Your website will be expertly designed, mobile-friendly and quick to load, with smooth operation for the best user experience.

Web design and content

Your web design will also need written content. Powerful words that tell your customers about your brand, what you're offering, how you can help them and why they should choose you.

Designengineering's team includes a copywriter who can write the persuasive, keyword-rich, search-engine-friendly content your new website deserves.

All-inclusive web design for your business

Choose Designengineering and we'll take care of everything. From mocking up the initial concepts to custom coding, content and your fully branded and functional web design.

We can integrate add-ons, such as databases, according to your needs. And you'll get a hosting package with domain registration and regular site back-ups. All delivered with a consistent, personal service, from concept to delivery.

So if you're searching for bespoke WordPress web design, please [click here](#).



BRANDING / PACKAGING DESIGN

Bespoke packaging design that's perfectly formed and beautifully branded.

You need packaging that's as unique as your product. As a packaging design agency, Designeering focuses on function and aesthetics, to create effective packaging designs for a full range of products including food, drinks, cosmetics, household products and industrial equipment.

Packaging design

You didn't come to a packaging design company for a simple cardboard box.

If you need something special for a presentation box, display container, samples box or food packaging, Designeering specialises in creating outstanding packaging designs.

Your outer packaging will be designed to attract and appeal to your target customers. Inside, we can cleverly engineer additional cardboard components or foam inserts to pack, protect and showcase your products.

Cardboard engineering

It only takes a couple of seconds for a customer to make a purchasing decision, so it's vital that your packaging stands out from the other products on the shelf.

Cardboard engineering is more than just a custom-sized box, or a standard box with a custom design. It's specially engineered for its performance, function and visual appeal.

Every aspect of your engineered cardboard packaging will be carefully considered. From the board type, construction and assembly, to the integrity of its structure, how well it will transport, its display properties and its functionality for the end user.

We'll then create packaging prototypes, so you can see how it works and decide on any adjustments and refinements.

When the construction has been finalised, we turn to the branding and graphic design. Creating packaging designs that attract, inform and persuade your consumers.

Branded food packaging

You know you have a tasty proposition for your customers. But, with less than three seconds to attract a supermarket shopper's attention, how can you make your product stand out?

The answer is impactful branded food packaging, designed to whet their appetite.

Whether your product needs a bag, box, cardboard sleeve or innovative takeaway design, Designeering can help. We'll create tempting branded food packaging designs, to showcase your product and sell it.

Packaging labels

Give your products a leading edge with professionally designed, full-colour packaging labels.

Our packaging labels are beautifully designed and expertly printed with a quality finish that lasts. They can be designed to any size or shape and for a range of applications including bottles, jars, tins, boxes and formed plastic packaging.

Your complete packaging design agency

If you have a product to package, Designeering offers everything you need.

With thorough research and consultation, we will take your packaging from an initial concept design, to a packaging prototype, and finally to a fully fledged finished product.

To benefit from our full package of design services, call us today on 0116 253 3428.



BRANDING / DESIGN & PRINT

Create quality marketing your customers can feel, with custom design and print.

While digital marketing spend is increasing over more traditional methods, design and print remains one of the most effective ways to market your business offline. Designing can help with captivating graphic design, and prints your customers can't put down.

Beautiful brochure design

Brochure design has evolved. Today's brochures are fresh, innovative and tactile.

New low-cost digital printing techniques give you more options than ever before. From the shape and size of your brochure, to the different print effects and variety of paper textures available. They help create brochure designs your customers will love to hold and want to keep.

Advanced digital printing methods have made silver and gold foiling affordable, so you can add a premium feel to your flyers and business cards. Brochures benefit from tactile finishes such as soft touch matt laminate and digital UV embossing.

Vehicle branding

Our vehicle branding services are your best option for marketing on the move.

Whether you have one van or a fleet, vehicle branding will ensure your brand is visible and recognisable to capture the attention of drivers and passers by.

The effect is achieved by vehicle wrapping, vinyls or a combination of both. Vehicles can be wrapped, or partially wrapped, in specially designed and printed graphics.

Exhibition graphics

Exhibitions and trade shows are a fantastic way to meet potential customers and showcase your products and capabilities.

Designengineering can help with branded exhibition graphics and mobile displays to create interactive elements and eye-catching backgrounds for your stand or presentation. We can also help you plan the design and layout of your stand.

Versatile design and print services

Our design and print services offer infinite possibilities for you and your business.

Let us inspire you with branded stationery, posters, flyers, loyalty cards, newsletters and more.

If you can imagine it, we can design and print it. To discuss your design and print needs, complete our [contact form](#).



BRANDING / ADVERTISING

Intelligent advertising design that captivates, compels and sells.

The average British consumer is exposed to more than 5,000 adverts each day. So how do you make your ad stand out and get noticed? Designeering delivers compelling advertising for maximum impact, with a strong concept, clear graphic design and punchy, persuasive copy.

Magazine advertising

Magazine advertising is used to promote your brand in magazines, periodicals and other publications.

Designeering creates compelling graphic design for advertising. If you secure the press advertising space, we'll produce the high-impact ads you need to get your customers' attention and sell.

Poster advertising

Poster advertising is the way to see your campaigns displayed prominently in public spaces, such as on city streets, in shopping centres or on bus shelters. If you have a premises, you can display the posters in your own windows.

Designeering creates bold poster advertising that commands attention, with clean, powerful design and a clear, coherent message.

Digital screen advertising

For a more digital approach, we can create your advertising design as a static image for use on digital display screens.

If you're using your own digital screen advertising display equipment, you may be able to add multiple static advertising designs to be shown in rotation. This would allow you to promote several of your products or services on a single screen.

We can also source and manage the installation of your digital screens, including LED and LCD displays.

High-impact advertising design

Choose Designeering as your advertising designer and you'll benefit from more than 25 years's graphic design expertise.

We have all the ideas you need, and we understand what it takes to turn heads and get your message noticed.

For advertising design that pushes all the right buttons, please [press this one](#).



BRANDING / BRAND GUARDIANSHIP

A strong brand guardian to oversee and maintain your visual branding.

Consistent visual branding is key to your success, building awareness, likeability and trust in your brand. Designeering offers comprehensive brand guardianship services. We maintain the unity and integrity of your visual branding, so it's consistent and recognisable everywhere.

What is a brand guardian?

Depending on your business, you may need visual branding for a range of applications. From your website to your company signage, vehicles, brochures, staff uniforms, exhibition stands and marketing campaigns.

Your brand guardian will take care of all these branding requirements. Bringing together all the separate elements of your visual identity and applying them consistently across all your channels.

Designeering typically provides brand guardianship services for new brands and rebrands. This allows us to create your full visual branding themes from scratch and manage their development over time.

Developing your brand strategy

Your new visual branding will be distinct and compelling. It will be designed to stand the test of time, so it stays fresh and current.

The brand strategy will help us plan for the future of your brand. It will take into account the progress and development of your visual branding over time, including everything you might need moving forward.

Why choose Designeering?

Choose Designeering as your brand guardian and you'll benefit from more than two decades' graphic design and visual branding expertise.

We have the proficiency, capability and supply network to offer you exceptional brand guardianship services. The kind of services that will take your business to the next level and ensure it's prepared for future growth, development and success.

If you're looking for an expert brand guardian, [send us a message](#) today.



PRODUCT DESIGN

Making your new product ideas a reality with product design and development.

Designing offers a full product design and development service. Taking your new product idea from an initial concept design to a fully fledged, marketable product. In the later stages of your project, we can also advise on patent registration and help with manufacturing liaison.

Concept design

The first stage in any product design and development process is concept design. Designing will take your new product idea and show how it could be realised. You'll also get an expert analysis of the pros and cons and guidance on the best way forward.

CAD engineering

When your concept design has been finalised, Designing will use CAD engineering to generate 3D CAD models and detailed technical designs. You'll need these for prototyping and manufacturing. The drawings can be created from scratch or reverse engineered from existing 3D parts.

Prototyping & 3D printing

From your CAD engineering 3D model, we'll create a working prototype of your product for testing and evaluation. We use 3D printing to fast-track the product development cycle and offer rapid prototyping or additive manufacturing without the need for expensive set-up costs or tooling.

Expert manufacturing liaison

Do you have a product for manufacturing? Designeering can help with sourcing manufacturers and suppliers in the UK, China and worldwide. We have expertise in sourcing the right companies, liaising with them on your behalf and getting production underway.

Machine casing design

Your machine design needs form as well as function. Designeering specialises in product aesthetics and machine casing design. Our designs will transform your functional machinery into aesthetically pleasing and marketable products with clear and intuitive user interfaces.

Product evolution strategy

Over time, your products may need to evolve to meet changing demands. Designeering will create a product evolution strategy that will enable you to prepare for long-term success, via improvements to your product, future iterations or upgrades.

Your product design consultant

Designeering has decades' experience in product design and development and is the inventor of 14 registered patents. We can offer all the expertise you need to take your new product idea from a concept to a final artefact.

To learn more about working with us, or to discuss your next product, please [talk to us](#).

The impact of product design

18% increase in average sales

17.5% increase in sales of improved goods and services for small manufacturers that invested in design. (Fast Company, 2017)

90% achieved payback within 3 years

90% of projects recovered their total costs within three years. (Arts.gov Industrial Design Report, 2017)

46% rise in design registrations

46% rise in registrations by UK businesses with the Intellectual Property Office from 2015-16. (Design Council, 2018)

22% new and original products/services

22% of UK firms developed a product or service that was completely new and original. (Design Council, 2018)



PRODUCT DESIGN / IDEA DEVELOPMENT & CONCEPT DESIGN

Concept design and idea development to take your invention to the next level.

Every best-selling product started with an idea. Designeering will take your new product idea or invention design and help you develop it. With 25 years' expertise in product design and development, we'll look at everything, from function and practical considerations to aesthetics.

New product idea?

You've had an idea for an innovative new product. And you want to take it further, but you're not sure where to start.

This is where Designeering can help you. We're experts in product design and development and we've taken many projects from an initial idea to creating a working and marketable product.

Concept design

The concept design stage involves imagining and visualising ideas for your product. You can choose to be involved, or give us carte blanche to create something par excellence.

At this stage, we'll look critically and objectively at each idea, its raison d'être and potential capabilities. We'll consider who will be using your product and how. And we'll look for other ways it might be improved, or adapted for new markets.

We'll also assess the pros, cons and feasibility of each concept and explain the best way forward.

Idea development

The product design process continues with idea development. We'll look at the product sizing and shapes in more detail, suggest materials for each of the components and consider the colours, finishes and branding.

We'll present our findings and recommendations to you, along with revised concept drawings and drafted technical illustrations. When we've agreed on the best idea to be developed, we can move on to the CAD engineering stage.

See your product come to life

If you have a new product idea you want to realise, Designeering can help. As professional product designers, we've worked on many successful product design and development projects and have 14 registered patents.

It's our in-depth understanding of the process that makes us the ideal partner to support you.

So if you think your product is a winner and you want to take the next step, let's make it happen.



PRODUCT DESIGN / CAD ENGINEERING

Using CAD engineering to create viable and manufacturable 3D product designs.

Before rapid prototyping or manufacturing, your product must be 3D engineered. Designing offers CAD design services to create the detailed technical designs for new products, making changes and reverse engineering to recreate or improve existing components.

3D visualisation

At the CAD engineering stage, you can really see your product coming together. CAD modelling enables us to create a 3D visualisation of the concepts, which we can then work with and refine. We can also produce a photo-realistic 3D product rendering if you want to see one.

When your final concept design is approved, we'll move on to 3D product design, refining it, then transforming it into suitable 2D technical designs or 3D CAD files required for prototyping or manufacture.

CAD design services

Do you already have a product, but need to make changes to it? Maybe you want to adapt it for a new end user, or need to update it in line with technological changes. Perhaps you need to modernise the look of the product to make it more appealing.

In this case, you need our CAD design services. We'll take your existing product and reimagine it with a new or revised 3D product design. When you've approved the final design, we'll create the new drawings you'll need for manufacturing.

Reverse engineering

Do you have a physical item you want to recreate or improve on, but no CAD engineering data to work from? It could be a whole product or an individual component.

We can reverse engineer it for you, using the physical item itself.

To do this, we carefully inspect and record the measurements of your existing item, then use those measurements to create a fresh 3D CAD model and, later, the technical drawings you need.

Do you need CAD engineering expertise?

Designing can offer you a high degree of technical knowledge with an innovative sense of creativity. We use CAD systems, like SolidWorks, to create the detailed design you need.

Our belief that anything is possible means we see projects and problems differently and often find solutions where others have failed.

If you feel your project would benefit from our superior knowledge and experience, the next step is to send us an enquiry.



PRODUCT DESIGN / PROTOTYPING & 3D PRINTING

Prototyping and 3D printing, for speed, cost-effectiveness and versatility.

Prototype modelling allows you to see, hold and test a first version of your product or component. Designeering uses rapid prototyping and 3D printing, where possible, because it's the most flexible and cost-effective way to do this. Most parts can be created in a matter of hours.

Rapid prototyping

Designeering offers rapid prototyping for products where we've been involved in the concept design and CAD engineering.

Rapid prototyping is the fast fabrication process of a physical part that has been created with 3D CAD. We can use 3D printing, laser cutting or many other machining techniques, without the need for additional machine setup. It's one of the fastest and most cost-effective ways to create prototypes.

The rapid prototyping process allows us to create even the most complex designs in a fraction of the time it would take using traditional methods. And with very little waste.

3D printing services

3D printing, also known as additive manufacturing, is a quick way of producing parts and components from a 3D CAD. The 3D printing process can take several forms, depending on the item you need.

Our studio is equipped with a professional Fused Deposition Modelling (FDM) printer. FDM is a 3D printing additive manufacturing process. It works by extruding thermoplastic filaments, such as PLA or ABS, through a heated nozzle. The nozzle melts the thermoplastic and applies it layer by layer to create a 3D object.

Other 3D printing processes allow us to make parts in a wide range of plastic materials, flexible polymers, metals and even ceramics. The process we use will depend on the part you need creating.

Prototype modelling

For more complex and complete products, where 3D printing might not be an option, we can use more traditional forms of prototype modelling. While these take longer to produce, they will often give you a superior result.

A well-made prototype will help with testing and refining your design. Further down the line, a working prototype will help you demonstrate your product to potential buyers and investors.

Product design and development experts

Designering has been designing and developing products for more than 25 years. We've been through the whole process, from concept to completion, including CAD engineering, rapid prototyping and patenting 14 ideas.

We have all the knowledge and expertise you need to guide you through the process.

If that sounds like the kind of expertise you need, [we're here to help](#).



PRODUCT DESIGN / MANUFACTURING LIAISON

Cut in the middle man to manage the challenges of sourcing manufacturers.

Sourcing manufacturers is a challenge, especially in China. Securing the services of an expert manufacturing consultant will save you time, money and frustration. With more than 15 years' experience in working with manufacturers in China and closer to home, Designeering is the ideal partner.

<Alternative version for translation>

<h1>An ideal partner to help you manage the challenges of sourcing manufacturers.

Sourcing manufacturers is a challenge, especially in China. Securing the services of an expert manufacturing consultant will save you time, money and frustration. With more than 15 years' experience in working with manufacturers in China and worldwide, Designeering is the ideal partner.

Why hire a manufacturing consultant?

Some tasks are better left to the experts. Sourcing manufacturers is one of them. Whether you're looking for manufacturers in China or here in the UK, having someone on your team who's familiar with the process will make all the difference.

Working with a manufacturing consultant will help you navigate common pitfalls like quality control, due diligence, communications and logistics.

It will also maximise the value of your product, by ensuring the correct materials are used. And by arranging samples to check the quality of the materials and manufacture.

Designeering makes it easy

Designeering will take the time to understand your product, the volumes needed, the production processes involved and the capabilities required to manufacture it.

We have the connections, knowledge and experience to find you the most suitable manufacturers in China, the UK or anywhere else. We can then liaise with them on your behalf to check the suitability of their facilities, ensure product quality and negotiate the best deal.

From nurturing and developing your new product idea, to creating your first prototype, to arranging your first production run, we'll support you at every stage.

Do you need help sourcing manufacturers?

Designeering can give you all the help and support you need to get your product manufactured. From sourcing manufacturers to quality checking their output and negotiating the terms.

We work with manufacturers worldwide, including Chinese manufacturers, to get you the best production facilities and the best deal.

If you're looking at your manufacturing options and would like us to help, please [get in touch](#).



PRODUCT DESIGN / MACHINE CASING DESIGN

Making your machines marketable with casing design and product aesthetics.

Your machine plays a vital part, but does it look the part? To make your machines and mechanisms marketable, you need to consider the casing design and product aesthetics. Designeering will enhance your product's visual appeal with bespoke machine casing design and branding.

Practical machine casing design

Of course, your casing design is more than just product aesthetics. It must also be designed so your machine will run safely, cleanly and efficiently.

Depending on your machine and its functions, your casing may need to be resistant to vibrations, shocks, heat and humidity. It may also need hygiene protection or noise reduction properties. And your end users will need access to key components, for ease of maintenance, cleaning, repairs and component replacements.

These are all considerations we take into account when creating your casing design and deciding on the most suitable materials, fastenings, finishes and production methods.

Product aesthetics that sell

Customers are naturally drawn to products that look good. So it makes sense that if you want to sell more machines, you need to consider your product aesthetics.

Designeering specialises in machine casing design that will give your product a competitive edge. For a machine that's appealing to look at, user friendly and easy to operate.

Your machine will look fresh and modern with innovative styling that positions it way ahead of the competition. The user interface will be distinct and clear for the best end-user experience. And if you need machine branding, we can help with that, too.

The perfect mix of form and function

If you need help with your machine casing design or product aesthetics, Designeering has the ideal mix of commercial understanding, material knowledge and manufacturing expertise.

We can provide everything your product needs. From a sturdy, functional and aesthetically pleasing machine casing, to distinctive, unmistakable branding and a clear, user-friendly interface.

If this is what you're looking for, [send us an email](#).



PRODUCT DESIGN / PRODUCT EVOLUTION

Developing a product evolution strategy for the longevity of your product.

Most products evolve over time. They're redesigned and re-released with an updated appearance and improved functions. The new designs inspire add-ons, variations and whole product lines. If you're looking for that kind of success, Designing can help you.

Ongoing product development

Your product development strategy doesn't end when your product goes to market. Designing a complex product can be an ongoing concern. It's known as product evolution and it refers to the way your product might evolve over time.

A product evolution strategy will keep your product fresh and relevant. It will explore all the options and opportunities for you to continue making returns on it, long after the first release.

Profitable product evolution

Designing will work with you to formulate a winning product evolution strategy. We'll look at your product analytically and objectively to consider all the avenues that might be open to you.

This process will reveal a range of different options to shape the ongoing development of your product and plan for a more profitable future.

After a time, it's usually advisable to refresh the design and upgrade the functionality of the product. You might also introduce variations of your product with a range of different capabilities and price points.

There might be scope to create a range of products based on the original. Or make your product modular, portable or a plug-in. You can also create upselling opportunities with product add-ons and upgrades.

Fulfilling your product's potential

When you work with Designeering, you'll be investing in your product's future potential and money-making capabilities.

We have all the knowledge, ideas and design expertise you need for your product evolution and development. To help you make the most of all the opportunities available to you.

To create a product that stands the test of time, [speak with us today](#).



WORK

From the first spark of inspiration to the final completion and delivery.

Each of our portfolio projects represents a journey. From an initial brief, to a finished project that delighted our client and exceeded their expectations. Whether it's a branding project or a 3D product design, we always go the extra mile. And we could do the same for you.

More projects

Here, you can browse some of the exciting projects we have undertaken for previous clients. The projects have been specially selected to represent our diverse range of skills and versatile approach.

Like what you've seen?

If you're inspired by the work you've seen here and would like to see what Designeering could do for your brand or product, we'd love to hear from you.

Getting in touch is easy and you'll find all the details on our [contact page](#).



ABOUT

A penchant for exceptional design is at the heart of Designeering's ethos.

Designeering was founded in the early 1990s, by French creative director, Sébastien de la Hamayde. Our aim is simple: To design products and graphics of distinction, with an incomparable combination of French avant-garde creativity and solid British design expertise.

Graphic design meets product engineering

The Designeering team shares an appreciation and respect for beautiful, functional and user-friendly design. We have a creative and imaginative approach, combined with commercial awareness and a commitment to staying au fait with the latest methods and techniques in our industries.

The team

Meet the multi-disciplined team behind Designeering. Each member has their own specialist skill set and brings something unique to the table.

Sébastien de la Hamayde Creative director

Sébastien is the creative force behind Designeering and will be your first point of contact. He's a highly experienced designer and works on all aspects of the design process, from concept to production. Sébastien approaches his work with a certain joie de vivre, often going the extra mile to ensure client work is perfect.

“My passion for design comes from when I was a kid, dismantling bikes and making my very own tricycle. I went on to study product design at university before starting Designeering using my talents in design to help businesses.”

Gareth Mueller

Web developer

Gareth began developing websites in the Windows 98 era. Since then, he has continually evolved and adapted, following the latest coding protocols to produce websites that are fast, responsive and adhere to current standards.

“I was coming of age when the Internet first took off. I decided to learn about website development and have adapted year on year with all the changes that have come about. I strive to maintain my good coding practice, ensuring websites work behind the scenes as well as look great.”

Nicolas Sayer

3D designer

Nicolas is a highly experienced designer who has mastered 3D rendering, animation, technical drawing and prototype production. He is enthusiastic, curious and loves solving complex technical challenges with demanding time constraints.

“Since my childhood, I’ve always been addicted to creating stuff, which is probably where I got my passion for engineering. Outside of work I enjoy life, the universe and everything!”

What could we do for you?

We’ve worked with a wide range of clients over the years. Transforming their businesses with professional visual branding and helping them create beautiful, functional and award-winning products.

To see examples of these projects and get a sense of our style and capabilities, you can visit our work page.

If you feel you’ve seen enough and would like to discuss a possible project, [follow this link for our full contact details.](#)