



# Acme

## A big difference for little fingers

### Brief

USA-based Acme United is the leading supplier of scissors to the US commercial office products industry.

PDD had been instrumental in developing an eight inch adult scissor for Acme that was comfortable for both right and lefthanded operation.

Acme returned to PDD with a new challenge: how could it break into the children's scissor sector without becoming a commodity product?

### Approach

Behavioural researchers at PDD explored how children use scissors in real life activities at home and school across varying ages and skill levels. Ergonomists looked at issues of handling and comfort for very small hands. Observational exercises with children and parents, evaluated existing products, children's learning experiences and typical activities to discover attitudes, problems and opportunities.

The solution was to introduce new sizes, modified ergonomic grips (or bows) and modern, fun colour schemes. A pair of five inch scissors with an extended two-finger lower bow was introduced for younger users and the range was extended through a six inch and seven inch family series. For comfort, PDD used a soft material for the over-moulded, ergonomically proportioned handles and finger apertures and gave the blade tips a blunt end for the safety of younger children.

### Result

"The designs lift the scissors out of the commodity realm and offer the opportunity to step-up the buyer to a higher-end product. The value is readily understandable to the consumer... we found PDD great to work with, in spite of being on different continents." Marta Phillips, Acme United, USA.

The Titanium range, which includes the children's scissors, has seen a recent revival of sales with turnover more than doubling.

*"This product line has been extremely well-received."*

Acme United



For more information email [info@pdd.co.uk](mailto:info@pdd.co.uk) or visit our website:

[www.pdd.co.uk](http://www.pdd.co.uk)