



# Instron ElectroPuls™

## Materials evaluation test system

### Brief

Instron is a leading global supplier of instrumentation for testing materials and products. Its ElectroPuls™ instruments are state-of-the-art, non-hydraulic systems for dynamic and static testing. The equipment is used in corporate research facilities and independent laboratories by scientists, engineers and quality managers to evaluate the mechanical properties of materials, components and structures.

PDD's objective was to create a coherent visual brand language appropriate to the new ElectroPuls™ products. The given mechanism was a combination of existing and off-the-shelf components including an adjustable support structure, digital control electronics, console software, and the latest testing technology; the design of a new main housing was included in the PDD brief.

### Solution

The new equipment had no physical brand identity so the project required an initial exploration of the visual brand language of the product, sector and market segments that the ElectroPuls™ would exist in. An assessment of specific competing products was conducted along with a comparative analysis of analogous product language from the medical, technical and commercial sectors.

The considerations of specification, use and visual research were combined in an initial phase of sketch development; as concepts became more resolved the designs were developed further in 2D and 3D CAD. This process ensured speed and precision of the overall design which was to be developed into a full-scale model at PDD's development centre.

The large scale of the equipment, its expandability, along with its need to be arrayed vertically and horizontally, were all distinct elements of the visual language challenge. The digital and solid modelling of the product enabled the manufacturing implications of the ElectroPuls™ design to be optimized throughout the development process.

### Result

The many disparate elements of mechanism, structure and interface were resolved in a new, visually coherent scheme which did not compromise the essential stiffness and stability that the ElectroPuls™ requires in use. Since much

of the technology in the two-model product range remains hidden, the exterior communicates both the high-tech nature of the ElectroPuls™ and its enhanced features and capabilities.

The final design expresses the advanced nature of the product in its sector through a visual and material brand language which clearly differentiates both the Instron brand and the ElectroPuls™ product identity from the competition.



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