



# Navico

## Waterproof marine radio

### Brief

Early in the 1990s, Navico decided to embark on a re-design of its entire product range, the development of innovative new products and a re-interpretation of its entire brand. Navico chose PDD to partner it in this extensive program and to develop products for a harsh environment.

### Approach

The program began with the main challenge: design the world's first fully-waterproof marine VHF radio. The product needed to project a new image for Navico products, raising the profile and position of the company and communicating reliability, quality and value.

The Axis radio was developed with further developments in mind. Brand language and technical solutions were created that could be applied across the range. From this, PDD was able to re-design a disparate range of products while maintaining a recognisable and differentiated brand.

Eventually, this extended to all aspects of the company's corporate image; from brochures to exhibition stands, and even to premises. This collaboration produced the highly innovative Corus marine instrumentation system, wheel and tiller pilots, hand-held controllers and chart table VHF's.

### Result

Over a decade on, the Axis radio remains the benchmark for marine VHF's. It is the model most trusted by clubs, rescue services and yachtsmen, and was carried on solo around-the-world expeditions by both Pete Goss and Ellen MacArthur.



10 years later - still the benchmark for marine VHF's

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