



ROBRADY

consumer



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reddot design award

ROBRADY

studio
market
talent



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reddot design award

20+

YEARS
IN BUSINESS

40+

PEOPLE

5

FACILITIES



DESIGN

RDES

PRODUCTION

RPRD

CAPITAL

RCAP



HUMANIZE

your research

VISUALIZE

your reality

COMMERCIALIZE

your technology



Consumer / Commercial

ROBRADY

design + production + capital



Military / Government

ARMEDRIT





YAMAHA



Honeywell

POLARIS



stryker



FOX FACTORY



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CONSUMER

Research to Retail

Are You Ready to Make Your Mark
In The Marketplace?

Combining nearly two decades of design expertise and market insight to create innovative product solutions. From the start, our approach not only delivers captivating concepts but the lean, effective strategies that maximize your ROI.



reddot winner 2020



Just Add Water

Power Defined

ROBRADY knows powersports. Speed on land, water or sky is accelerated through dynamic, game-changing designs.

Experience the value of speed to market with complete in-house capabilities to take your idea from research to reality.



Medical Technology Development

Creating Meaningful Innovations
in Healthcare

ROBRADY humanizes medical industrial design by focusing on the people who use the products. We find opportunities, explore concepts, chart development roadmaps, generate product design, and then test prototypes that will become production-ready medical products.



INDUSTRIAL

Humanizing Industrial Technology

Rugged Individualism Personified

When developing products from concept to commercialization, ROBRADY thinks outside of the box instead of settling for off-the-shelf. ROBRADY's branded industrial solution turn heads as well as profits.



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reddot design award

Graphics That Speak Volumes

On Product, Paper Or Screen -
Brand Messages That Stick

ROBRADY understands that graphic and communication design - both physical and digital - is crucial to bringing your message to the world. From developing brand identity to rejuvenating product graphics that extend the life of your capital investments, we ensure your message is a shout among whispers.



TRANSPORTATION

Humanizing Transportation Technology

Creating Transportation Solutions
That Really Move You

ROBRADY blends passionate design solutions with cutting-edge technology. Whether it's investment-securing imagery, investor inspiring prototypes or production of the finished concept, ROBRADY's award-winning team will kick your assets into high gear.



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studio
market
talent



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DESIGN

Voice of Customer + Buyer + Stakeholder

Interviews

Immersion

Observational Research

Procedure Mapping

Workflow Analysis

Discovery Report



DESIGN

Industrial Design

Product Design

Product and Market Research

Concept Development

Ergonomic Design

Concept Modeling

Photoreal Rendering

Prototyping



DESIGN

Industrial Design

Product Design

Product and Market Research

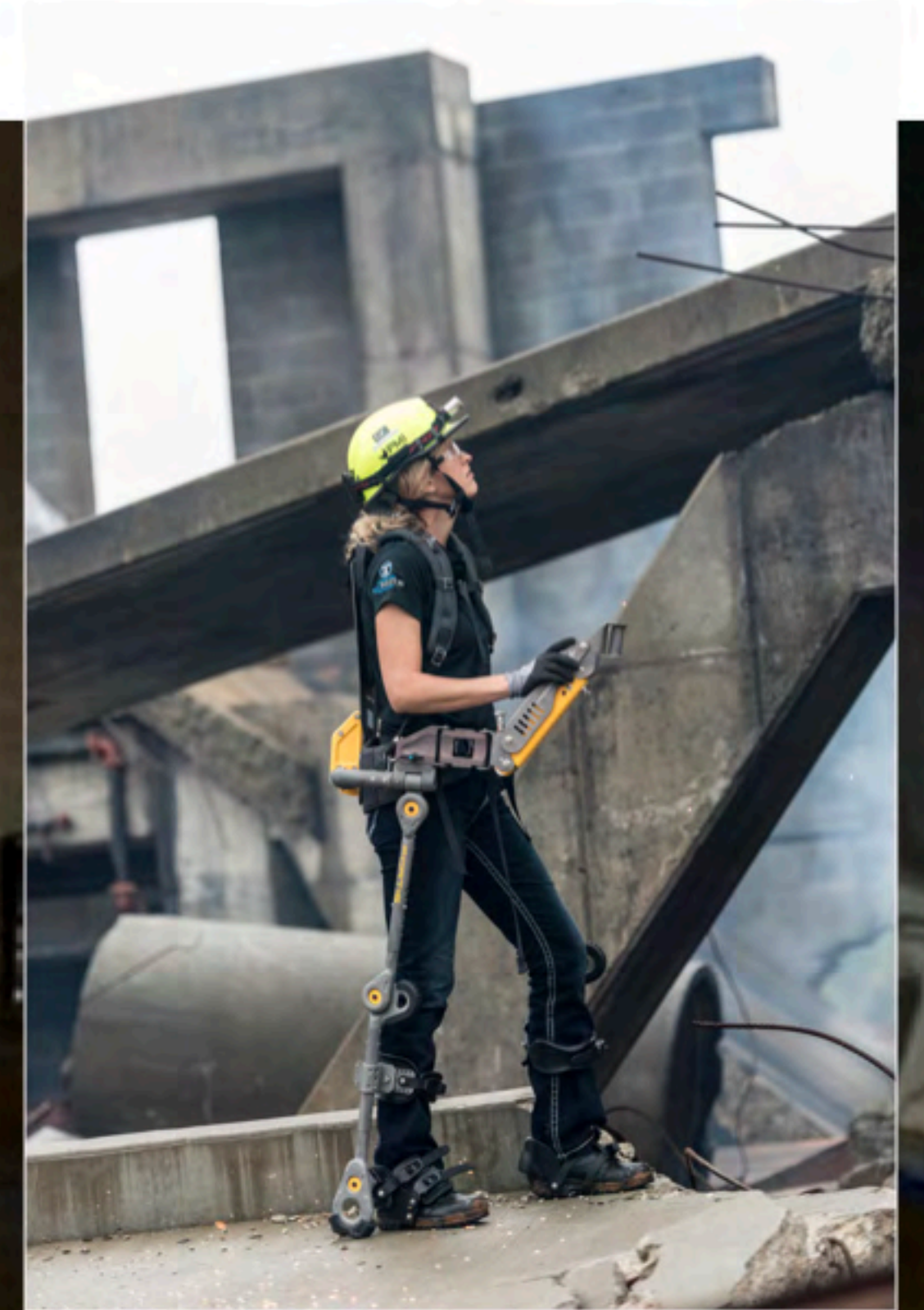
Concept Development

Ergonomic Design

Concept Modeling

Photoreal Rendering

Prototyping



natgeotv.com



reddot design award

DESIGN

Industrial Design

Product Design

Product and Market Research

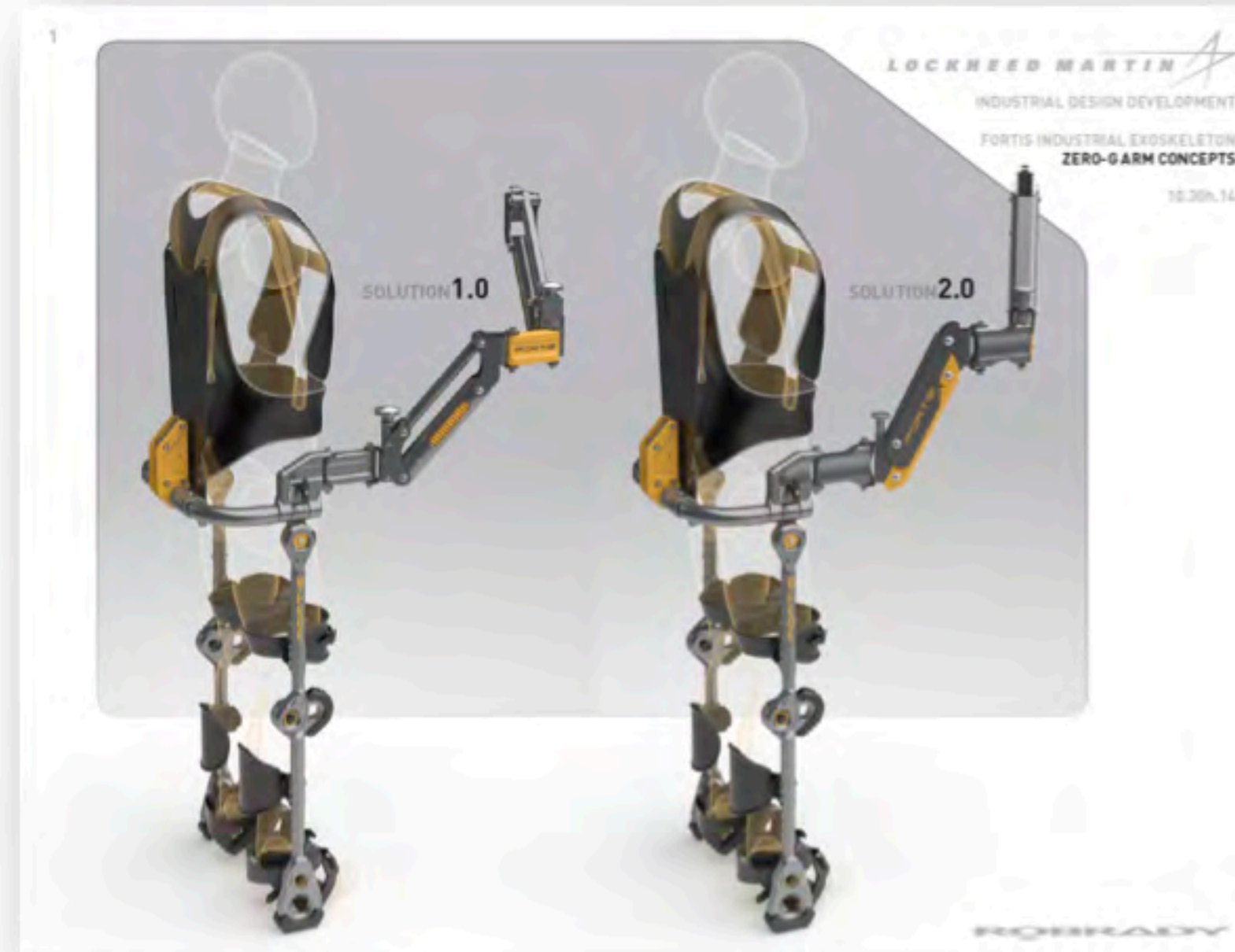
Concept Development

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Product Design

Product and Market Research

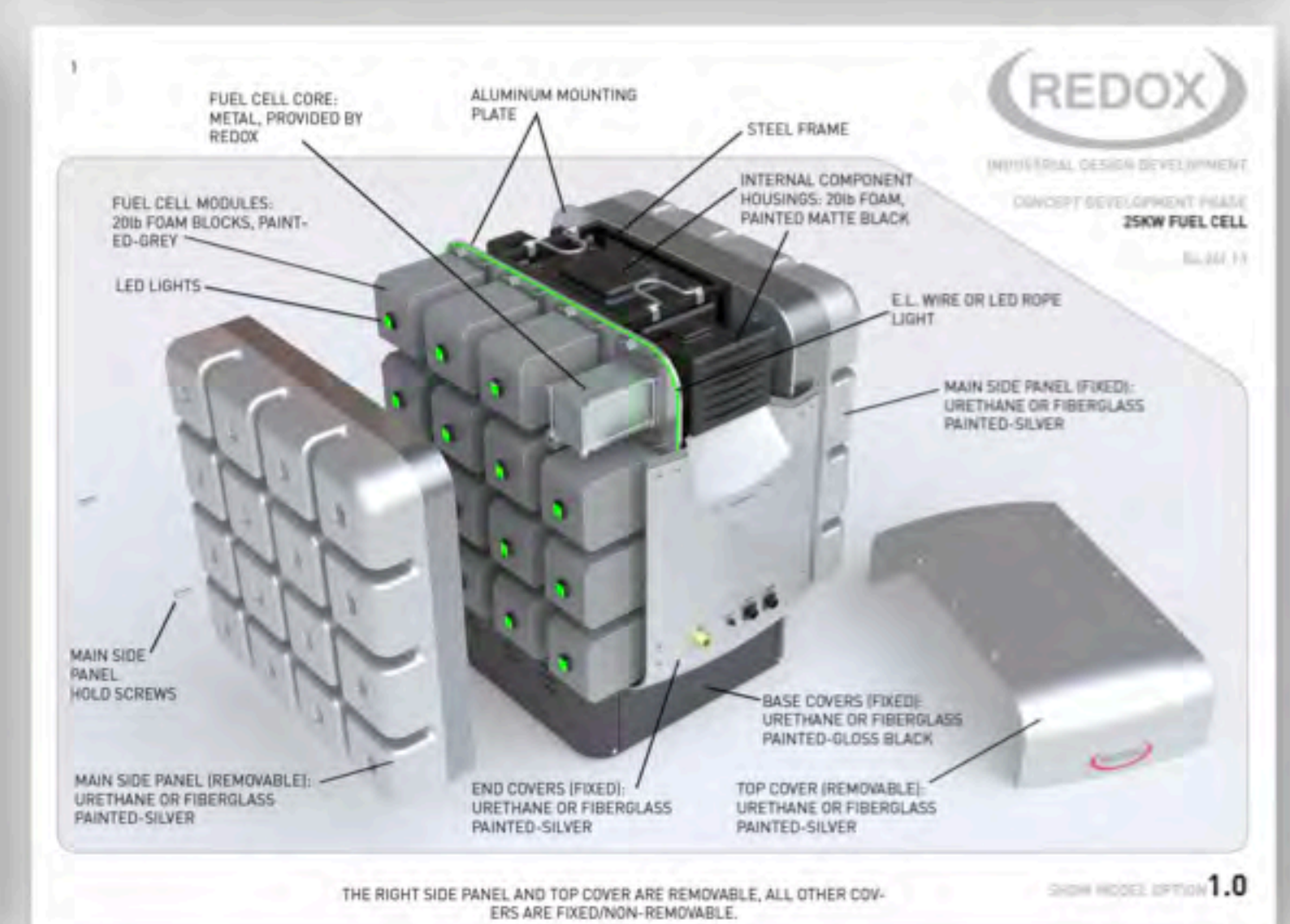
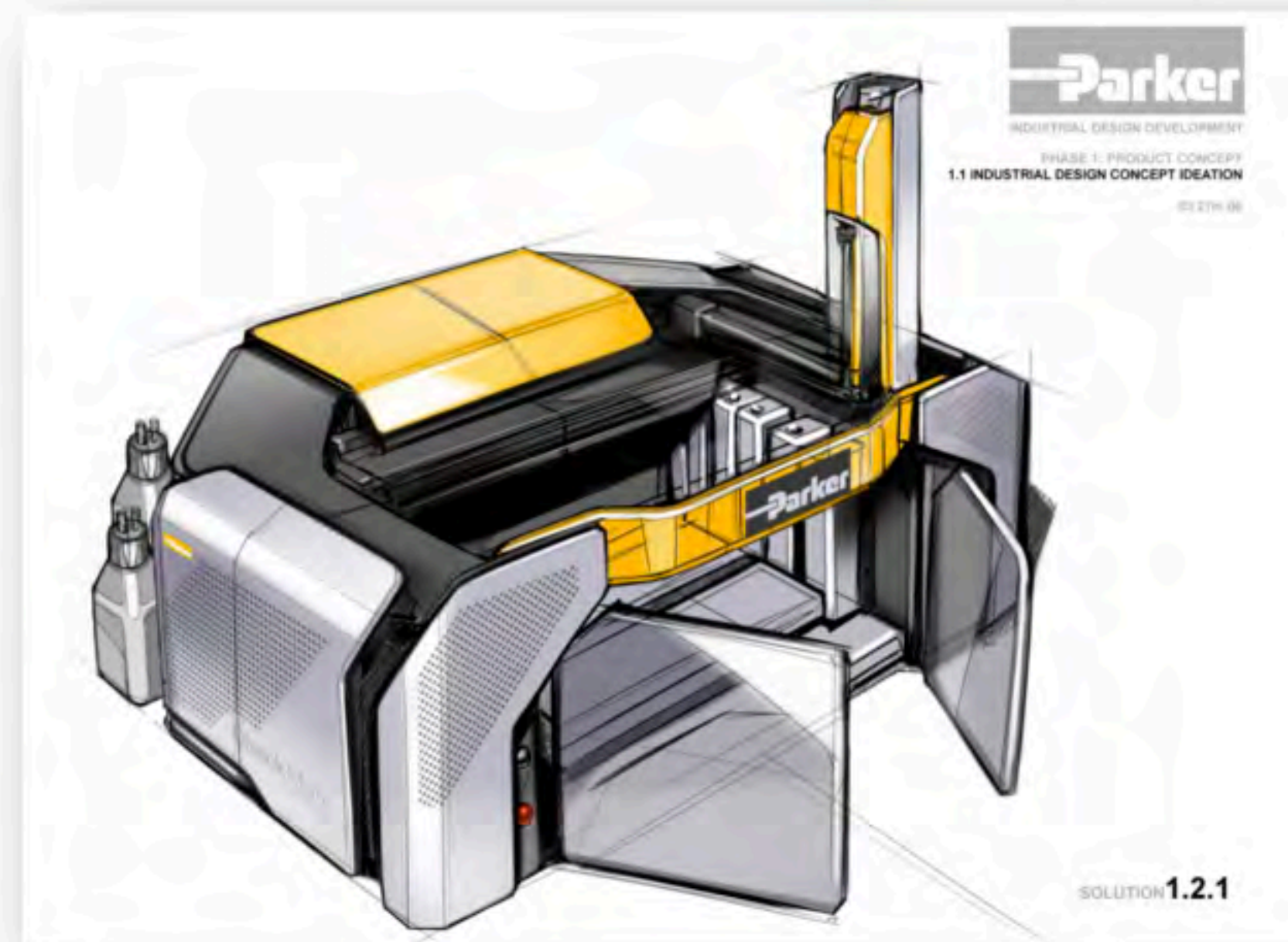
Concept Development

Ergonomic Design

Concept Modeling

Photoreal Rendering

Prototyping



Mechanical Design + Product Engineering

Analysis and Testing
Design for Manufacturing
Digital Modeling
Electrical Engineering
Intellectual Property
Project Data Management
Reverse Engineering
Supplier Qualifications



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Analysis and Testing

Design for Manufacturing

Digital Modeling

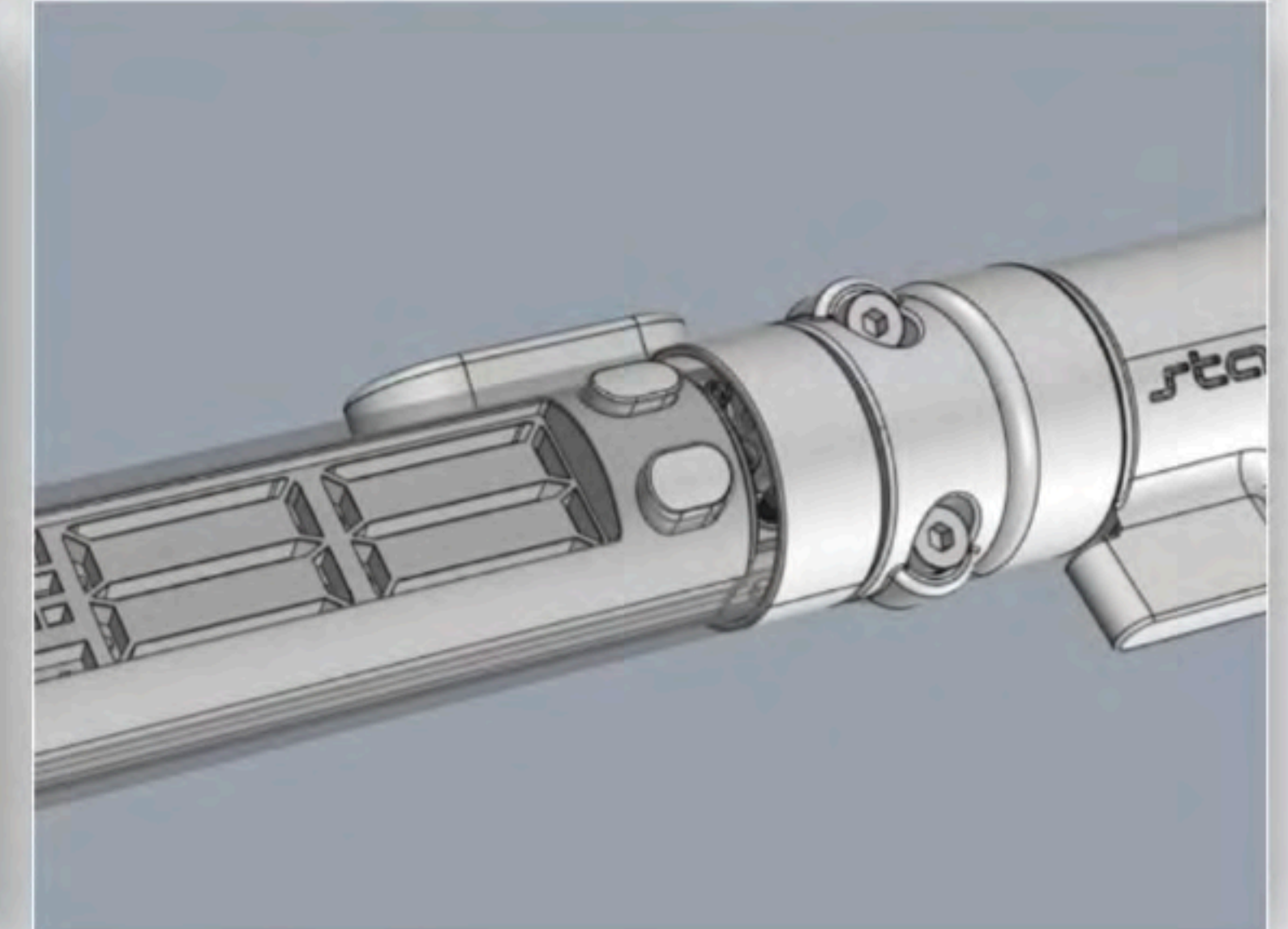
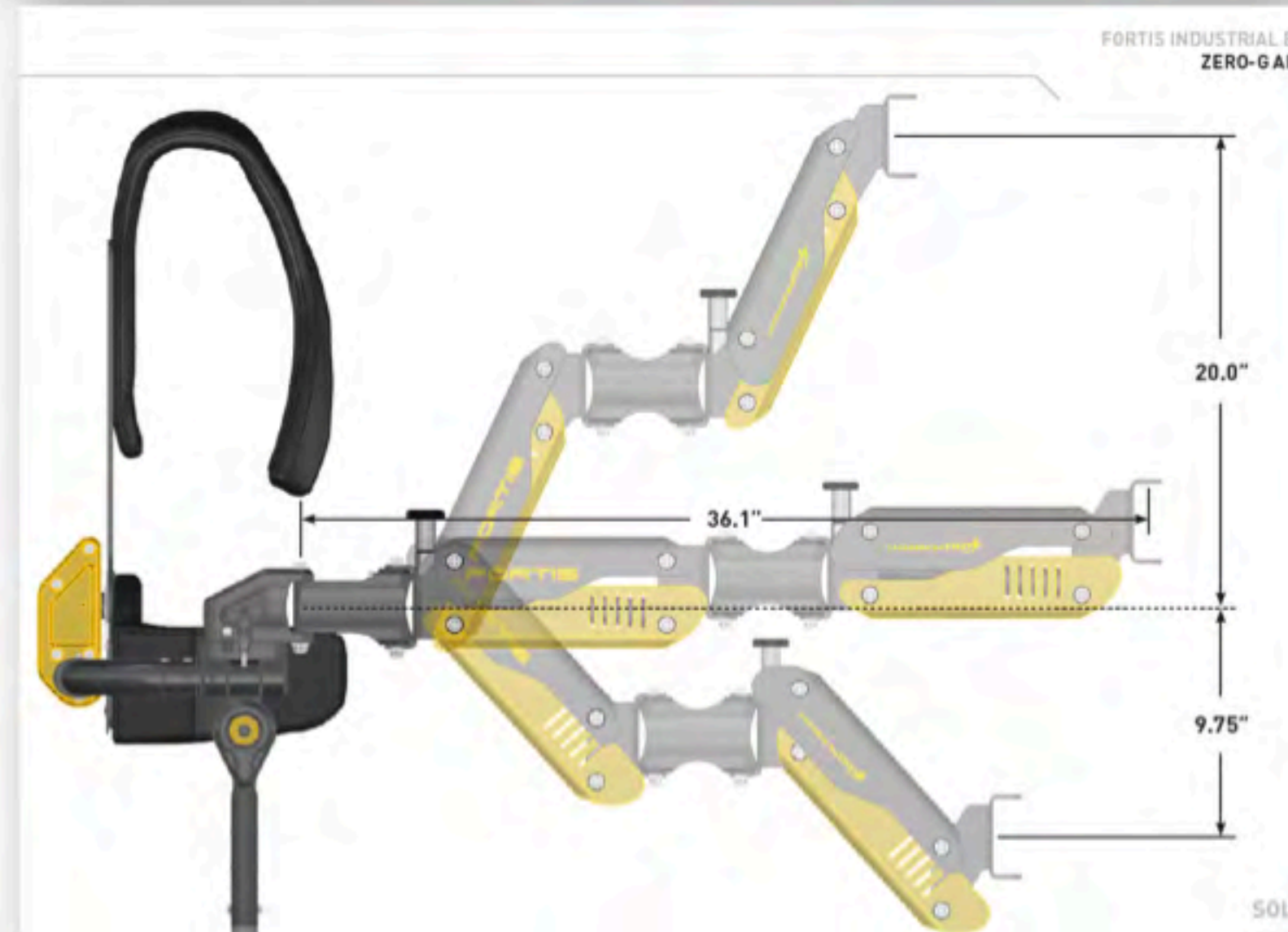
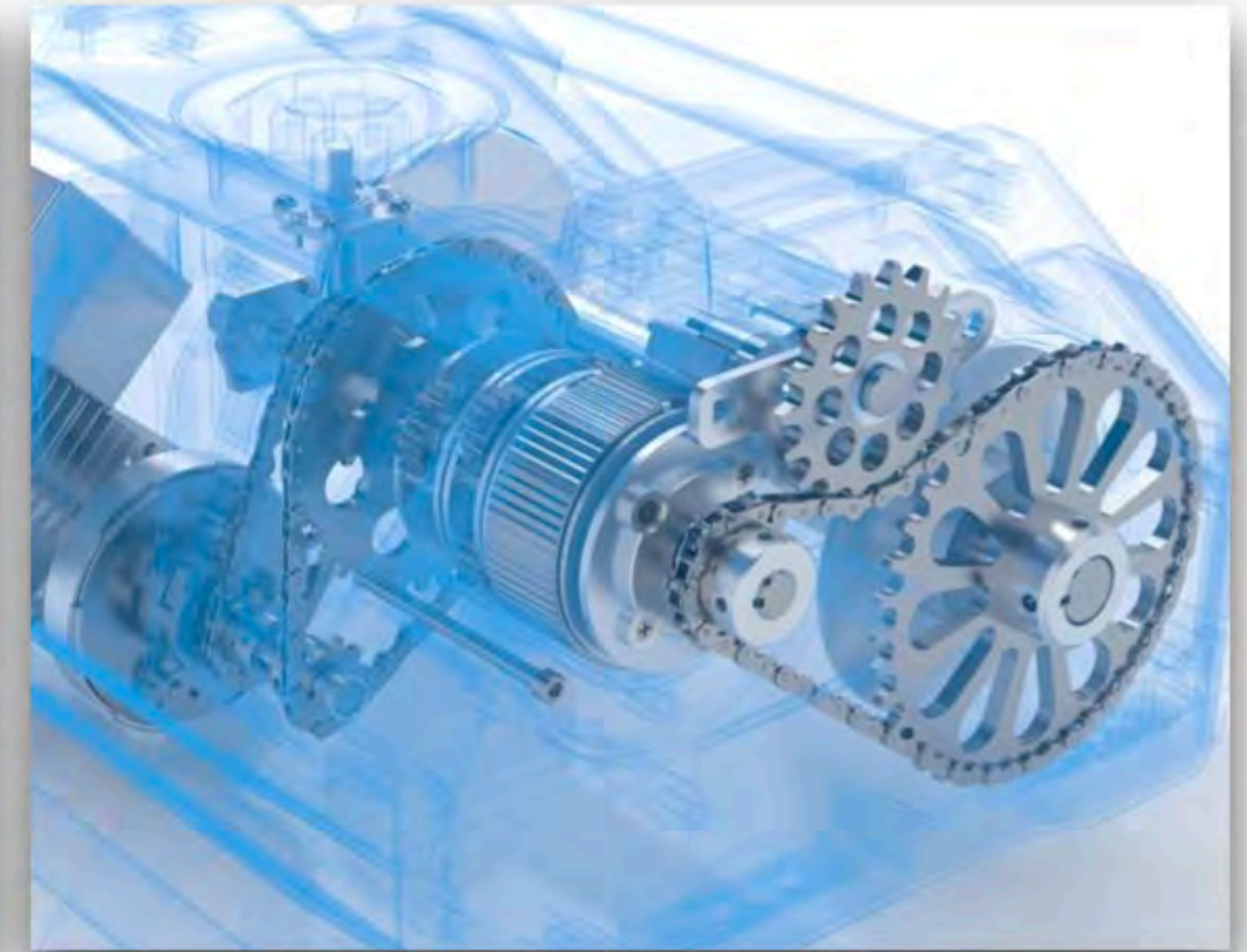
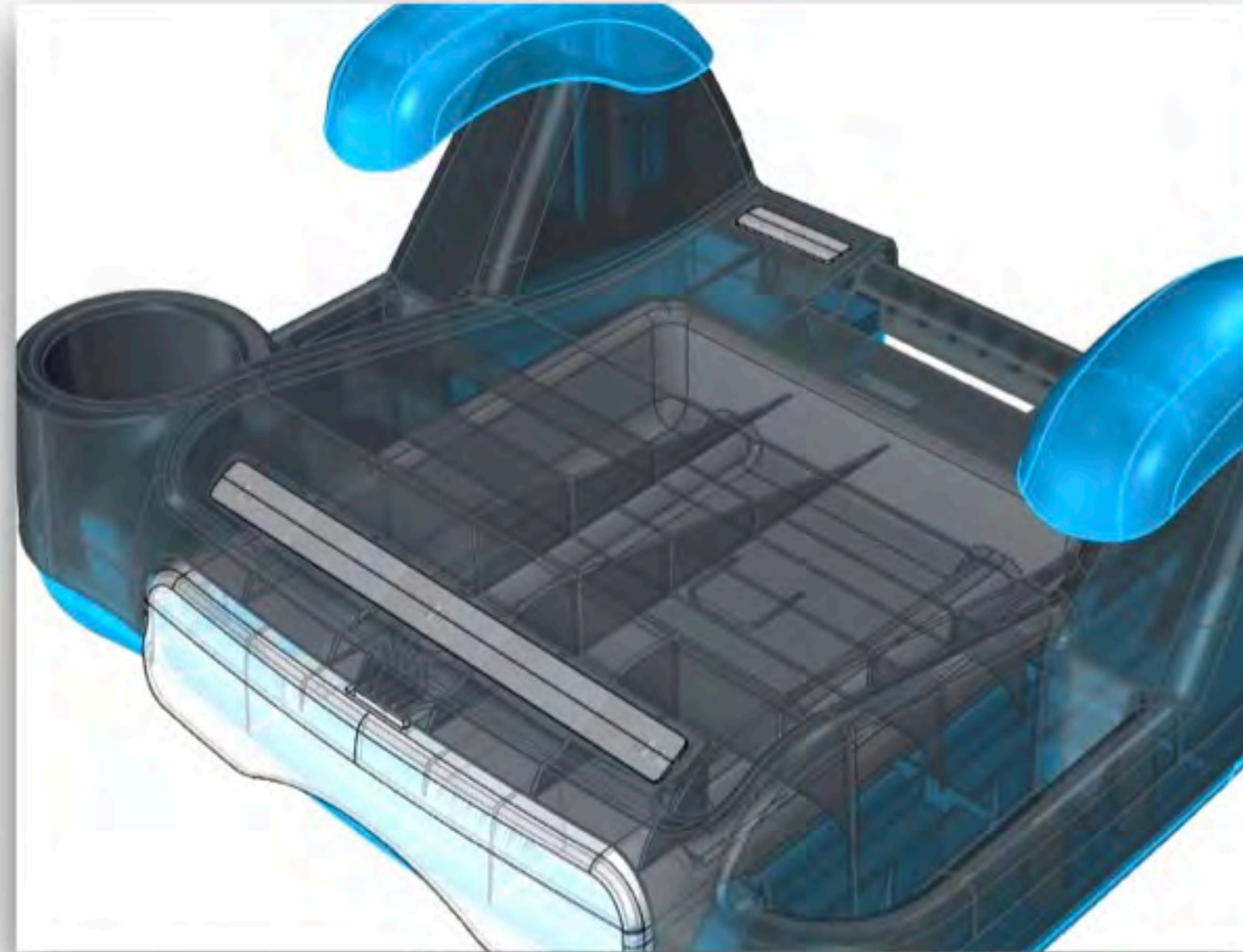
Electrical Engineering

Intellectual Property

Project Data Management

Reverse Engineering

Supplier Qualifications



DESIGN

Mechanical Design + Product Engineering

Analysis and Testing

Design for Manufacturing

Digital Modeling

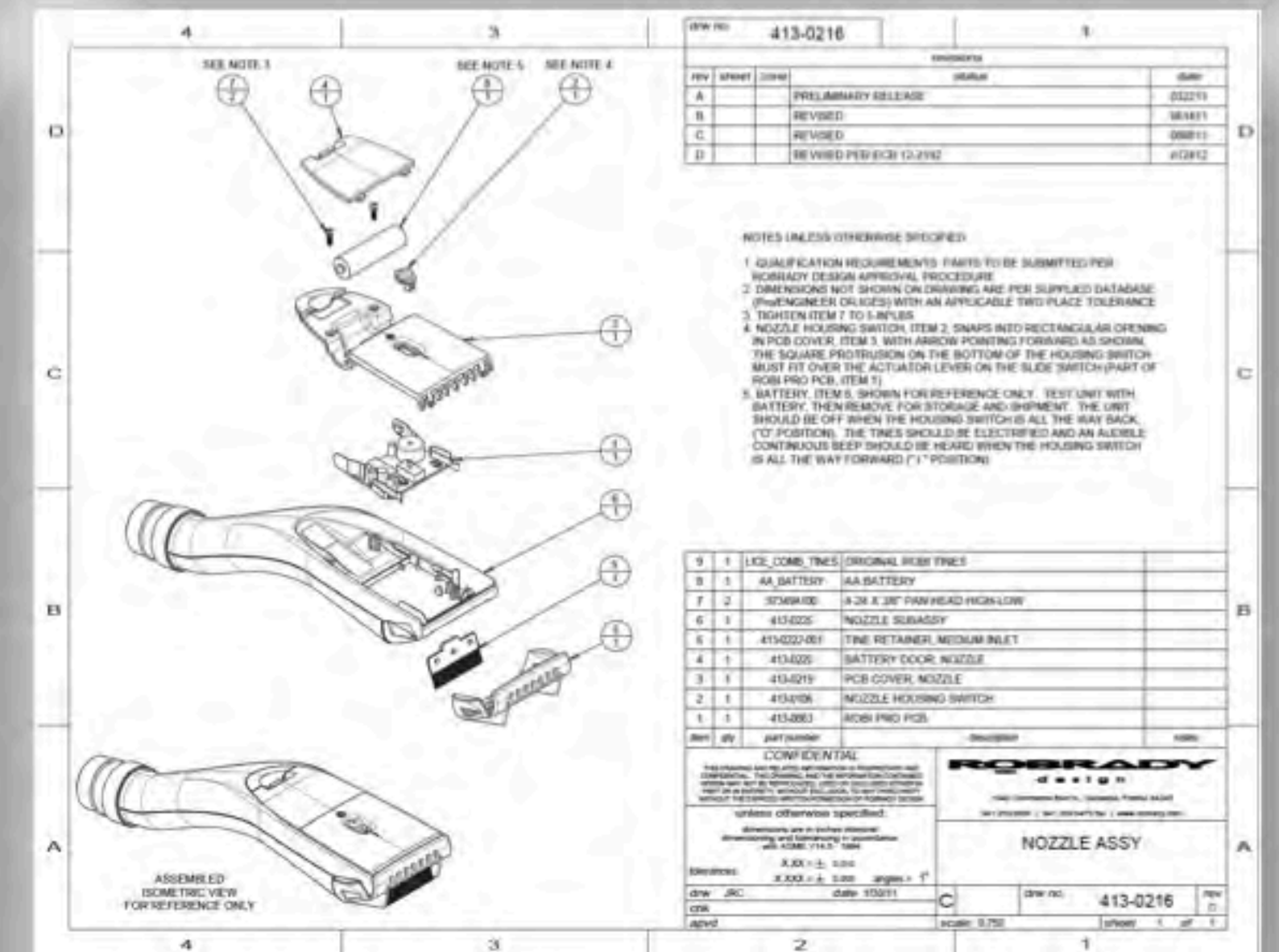
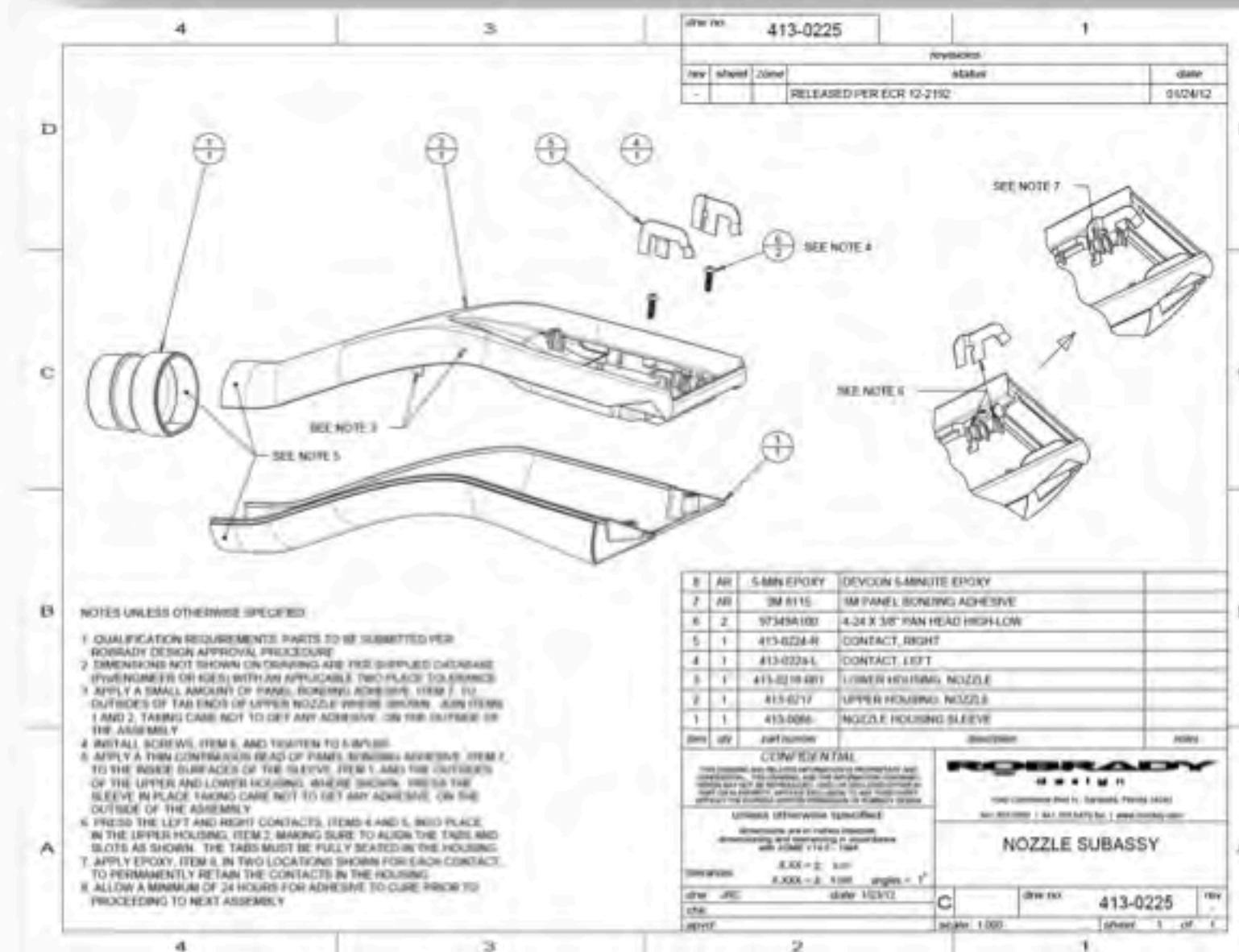
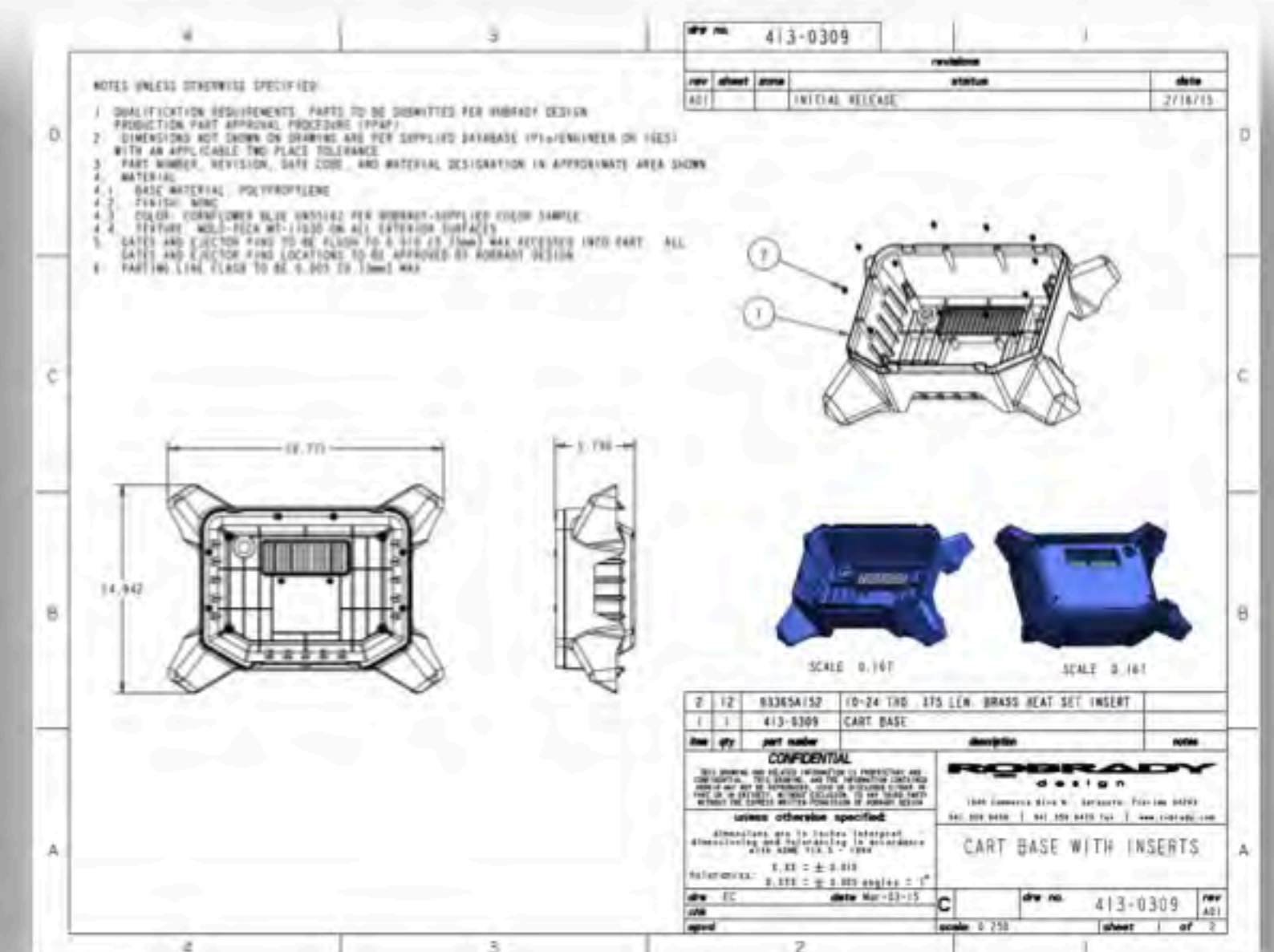
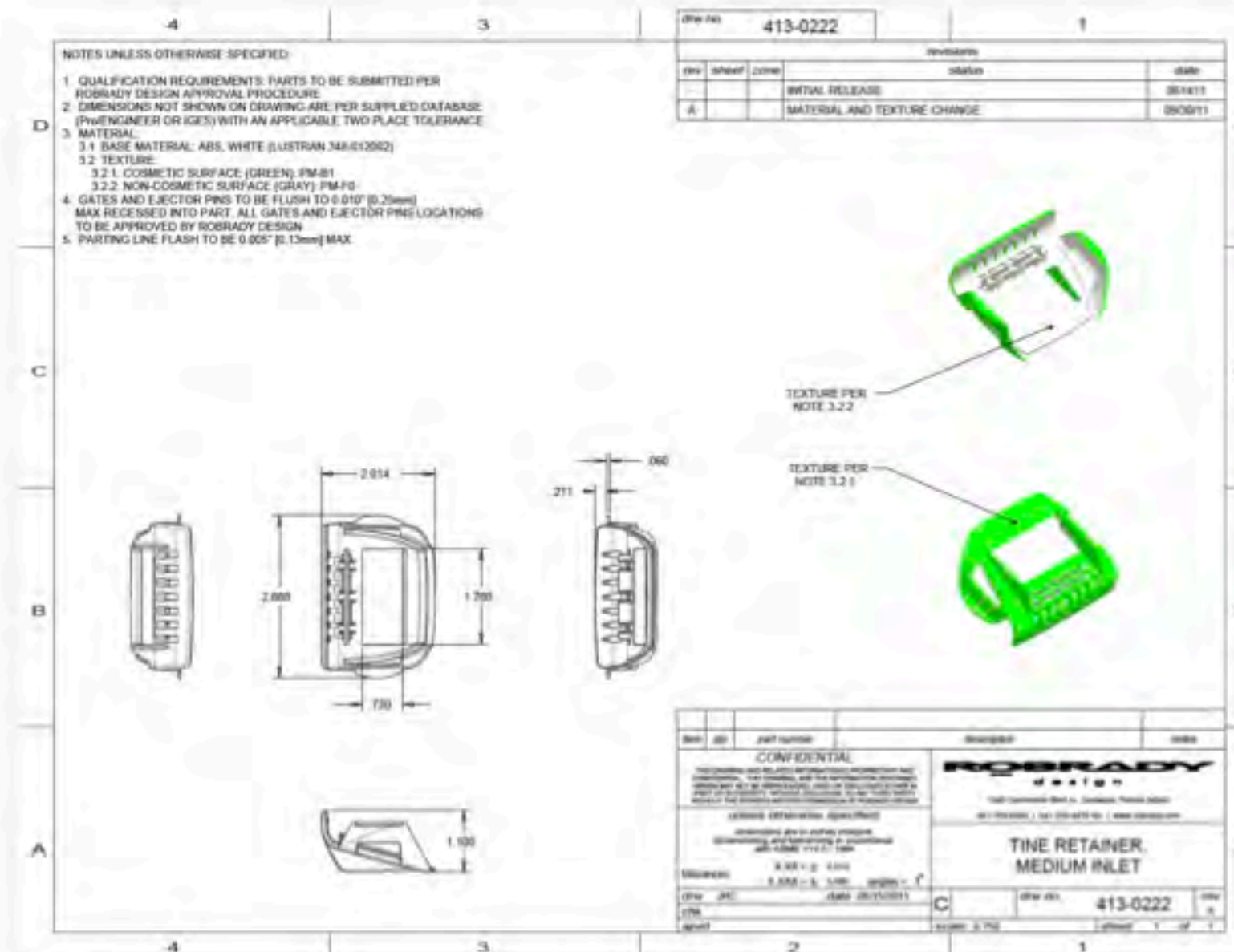
Electrical Engineering

Intellectual Property

Project Data Management

Reverse Engineering

Supplier Qualifications



DESIGN

Embedded Systems

System Integration (Physical + Digital)

Electrical Engineering

Programming

Algorithms

Power Design and Management

Software / Coding

PCB Design + Fabrication

Component / Product Testing



Graphic + Interactive Design

Product Color and Graphics

User Interface + User Experience

eCommerce

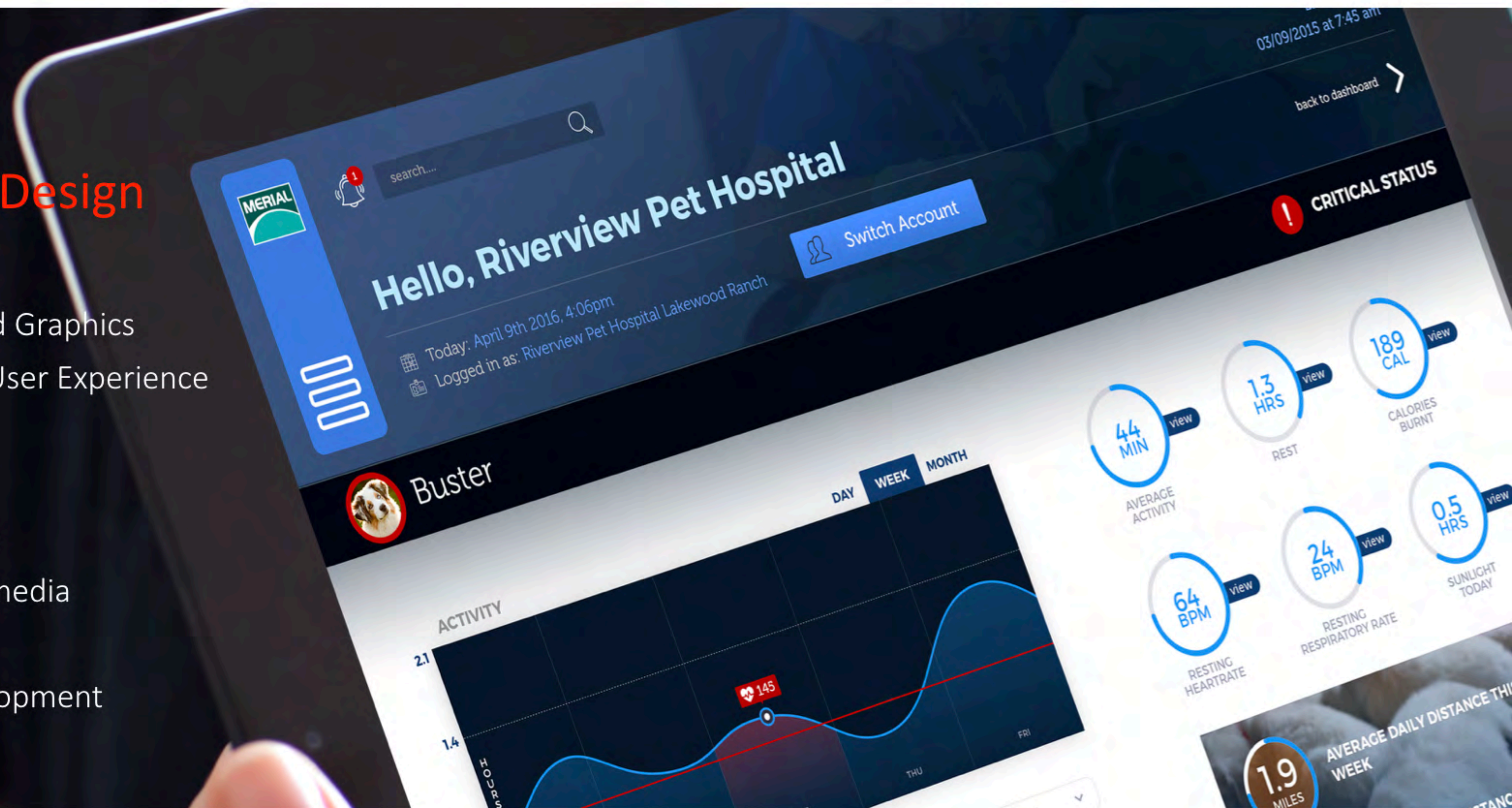
Package Design

Point of Purchase

Interactive Multimedia

Video Animation

Production Development



DESIGN

Graphic + Interactive Design

Product Color and Graphics

User Interface + User Experience

eCommerce

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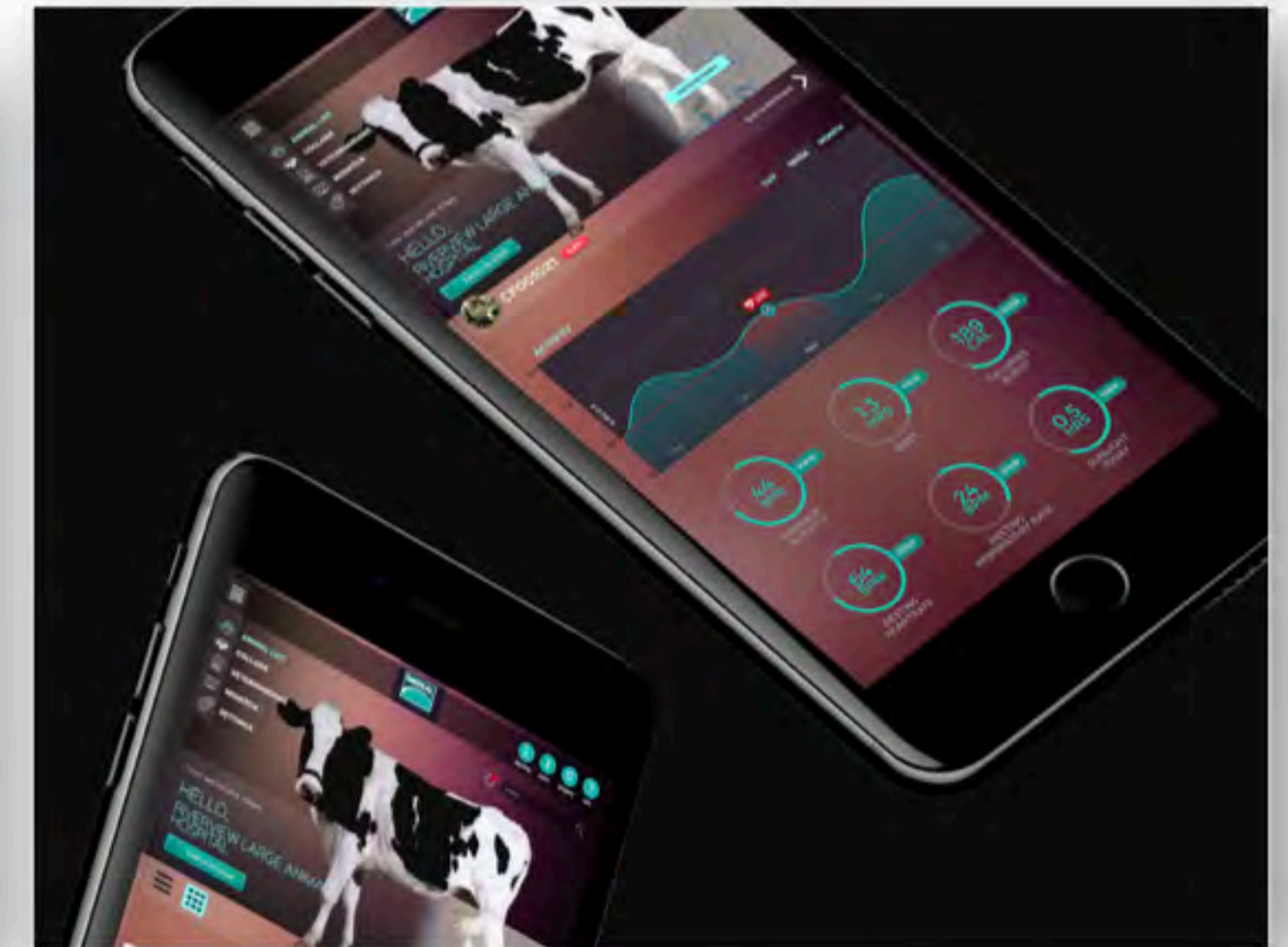
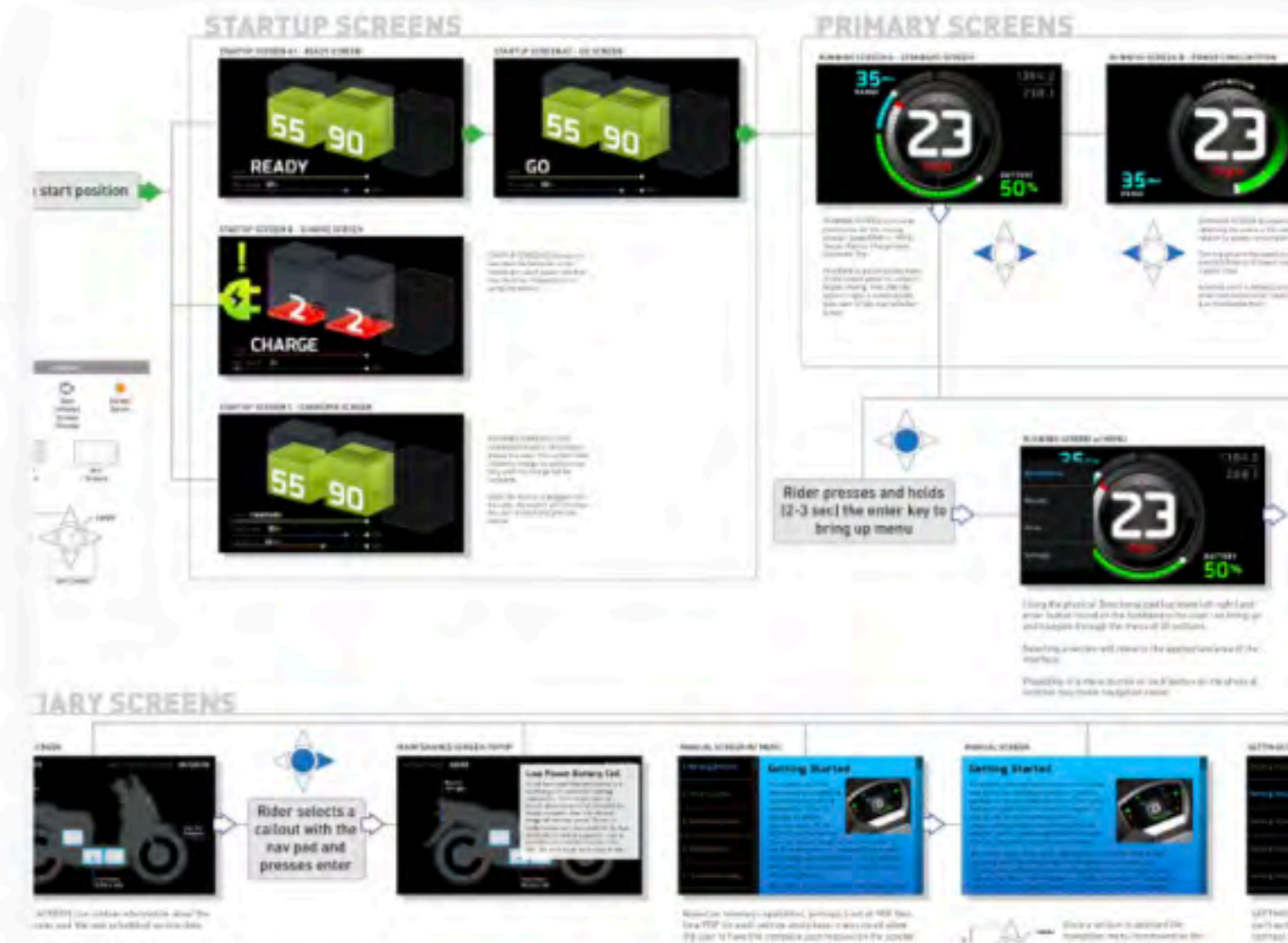
Package Design

Point of Purchase

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Video Animation

Production Development



DESIGN

Graphic + Interactive Design

Product Color and Graphics

User Interface + User Experience

eCommerce

Package Design

Point of Purchase

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Video Animation

Production Development



Graphic + Interactive Design

Production Development



DESIGN

Machining + CNC

CAM + CNC Programming

Lights Out Operations

Materials

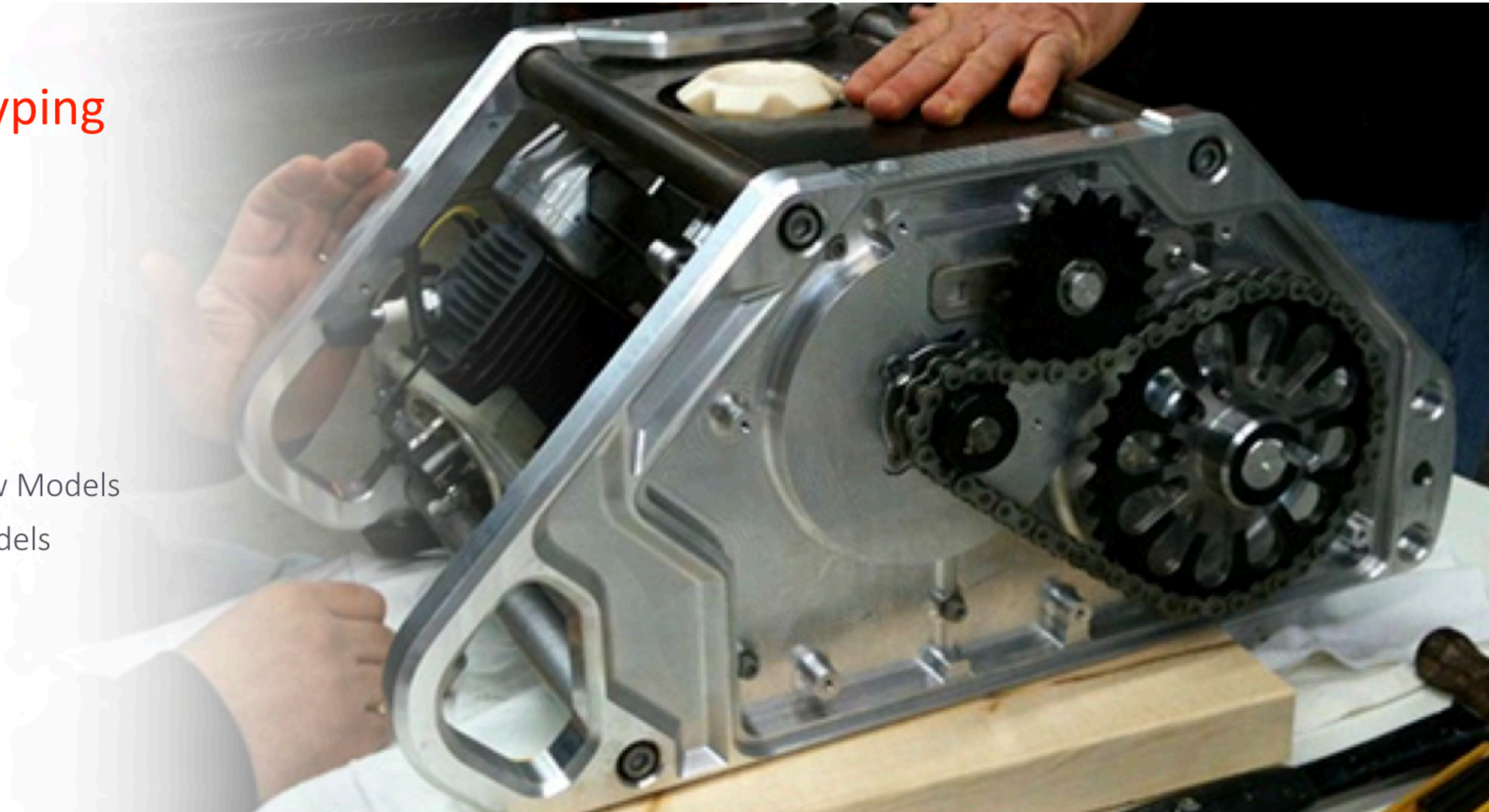
5-Axis Machining

3D Printing



Rapid Prototyping

- Ergonomic Studies
- Form Studies
- Proof of Concept
- Non-Functional Show Models
- Functional Show Models



Rapid Prototyping

Ergonomic Studies

Form Studies

Proof of Concept

Non-Functional Show Models

Functional Show Models



Program Management

Communications / POC

Budget Control

Quality Control

Risk Mitigation

Program coordination



PRODUCTION

Production Quality Engineering

Part Sourcing

Site Reviews + Audits

Tooling Inspections

First Article Inspections

ECO Control

PPAP

Supply Chain

Lean Manufacturing



PRODUCTION

Production Quality Engineering

Part Sourcing

Site Reviews + Audits

Tooling Inspections

First Article Inspections

ECO Control

PPAP

Supply Chain

Lean Manufacturing



PRODUCTION

Production Quality Engineering

Part Sourcing

Site Reviews + Audits

Tooling Inspections

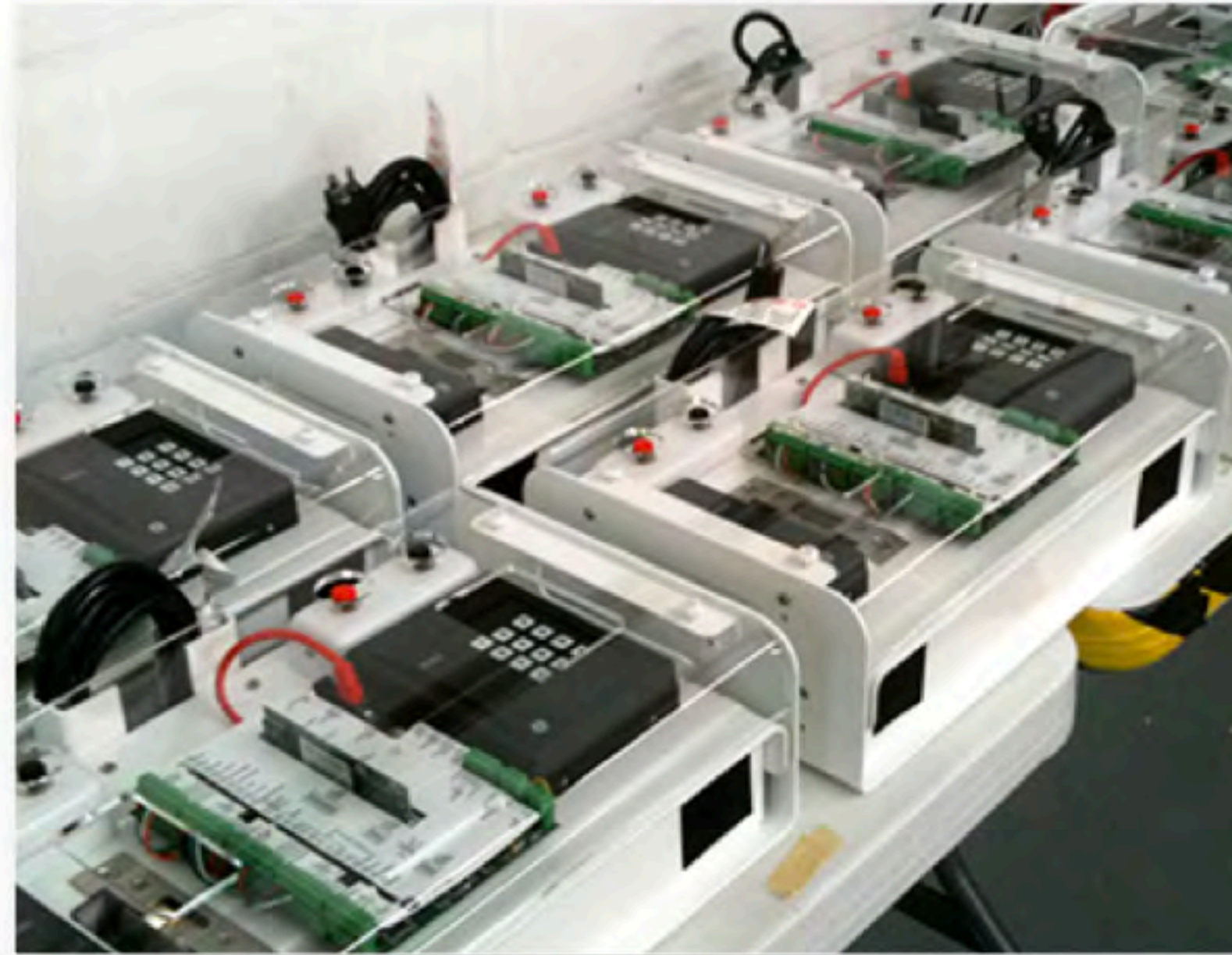
First Article Inspections

ECO Control

PPAP

Supply Chain

Lean Manufacturing



Production Management

Manufacturing Engineering
Documentation
Product Testing
High Volume Manufacturing
Niche + Low Volume
Manufacturing



DESIGN + PRODUCTION + CAPITAL

Thank you

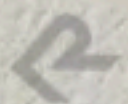
ROBRADY design + production + capital

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