



### Aerodynamic mower

*Lawn & Garden/Outdoor: MM850 3-in-1 Electric Lawn Mower by Black and Decker Canada, Inc., Brockville, Ont., and its industrial design firm, The Design Workshop, Ottawa, Ont.* One of the design challenges of this project was to provide a mower that shatters consumer perceptions of inferior performance when it comes to



**Winner—Lawn & Garden/Outdoor:** *MM850 3-in-1 Electric Lawn Mower by Black and Decker Canada, Inc., and its industrial design firm, The Design Workshop.*

electric mowers.

The continuous, flowing design is not unlike today's "trends in automotive products," says Mike Sirois, principal, The Design Workshop. "The form is intended to create the perception of power."

To be sure that perception, in this case is reality, the mower features an injection-molded lower deck that provides an advanced cutting involute chamber to efficiently cut and mulch the grass. This deck also provides for several model variants such as cordless options, OEM motor shrouds and various motor types and sizes.

Easy cleanability is ensured by the smooth forms of the lower and upper decks.

"This mower is designed to look rugged and powerful, while appearing to be highly maintainable," says judge Marilyn Johnson.

**Key project players from Black & Decker Canada:** Colin Dyke, director of engineering; David Strong, project engineer; Richard Rosa, mechanical engineer; Ron Jackson, certified engineering technologist. **From Black & Decker U.S.:** Bruce Brooks, product manager. **From The Design Workshop:** Mike Sirois, principal; Rod Muir, intermediate industrial designer, project leader; Walter Zanetti,

industrial designer; Jacques Ostiguy, consultant industrial designer; Brian Burns, consultant industrial designer.

**Key suppliers — for more information circle numbers.**

Hamlin Industries (wheel assemblies)	133
Montel Plastics, Ltd. (resin)	134
Protexion Products (grass-bag assemblies)	135
Weber Tool & Mold (molds and molding)	136

**For more information on The Design Workshop, circle 137.**

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