

## A BRIGHT IDEA IN LASER LEVELS

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**DW Product Development (DW)** wins major international design award.

DW Product Development is proud to announce that it is one of only three Canadian winners of a major North American design award.

The Ottawa-based firm has been awarded a Bronze 2004 IDEA Award for the design of the new Black & Decker 360° Auto Laser Level.

The juried award is presented by the Industrial Designers Society of America (IDSA) and sponsored by BusinessWeek magazine.

The jury of renowned design authorities awarded 37 Gold, 45 Silver and 48 Bronze IDEA Awards, for a total of 130 awards. Canadian designers were awarded three awards from a total of 1,294 entries from around the world.

### **The 360° laser story:**

Black and Decker (B&D) asked DW Product Development to develop an affordable laser level that would provide a 360° laser beam to consumers for home use. It was to be similar in function to \$500 commercial contractors rotary laser levels.

Working with B&D's marketing and manufacturing teams, DW determined the key features that the market required for a compelling product. DW then delivered a design that exceeds the basic functions required and gives users added functionality.

The B&D 360° Auto Laser Level provides features to consumers that were previously unavailable to them, and retails for only \$150.

Projects that were once challenges for existing Do It Yourself (DIY) laser products are achievable with this product. Projects such



as installing cabinets, wall tiles, basement drop ceiling systems or living room crown mouldings previously required the use of an expensive rotary laser level. The



B&D 360° Auto Laser Level lets the average DIY'er achieve professional results on this type of project.

Joe Deering, vice-president of marketing at B&D said the design "allowed B&D to enter the rotary laser market for the first time with an innovative product."

"The speed and ingenuity of the product allows us to make a healthy margin, and grow our share of the consumer laser market."

The B&D 360° Auto Laser Level is selling well at DIY retail outlets throughout North America - the ultimate proof of a successful design.

### **DW Product Development**

DW Product Development is an Ottawa, Canada based product development firm established in 1981 by Mike Sirois and John Tutton, both graduates of Carleton University's Industrial design program. Initially founded as an industrial design firm, the company has successfully evolved into a design focused product development consultancy serving a wide range of clients.

DW has also won numerous awards including a Gold IDEA 2000 award, a National Post/Design Exchange Award 2003, an Appliance Manufacturer Award, an ID Magazine award.

For more information on the firm and other notable projects, contact: Mike Sirois, Principal, DW Product Development Inc,  
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### **Additional information:**

Unique innovative features of the 360° laser design include:

- Automatic self-levelling system will accommodate up to 7° floor tilt
- Does not require use of adjustable bubble levels for set up
- Self contained 5 foot tripod stand with fine height adjust
- Robust construction
- Versatile uses; cabinet hanging, chair rail installation, ceiling levelling...
- Simple to use
- Dual mode -120° or 360° beam
- Self-storing protective shell with hanging accessories
- Low power consumption
- The laser is projected as a crisp line not by a rotating laser dot.

### **How design creates Canadian jobs and know-how in a global economy.**

Consumer product manufacturers have to leverage their resources in the new global economy. Successful manufacturers have used innovation and design to maintain and grow their markets. Black & Decker has used this strategy successfully - using the best resources to be found in North America to develop the products the global market demands and using offshore (Asian) and North American manufacturing to manufacture the products at an attractive cost. This is where DW fits in. DW has the skills to develop products at a world class standard and DW also has the knowledge needed to assist our clients with the challenges of the global manufacturing environment to successfully bring their product(s) to market.

**Samples:** Samples are available for review.

**Images:** Images are available on request

### **DW Product Development web site**

[www.dwcanada.com](http://www.dwcanada.com)

### **Black and Decker product web site:**

[www.blackanddecker.com/ProductGuide/ProductDetail.aspx?PID=6463](http://www.blackanddecker.com/ProductGuide/ProductDetail.aspx?PID=6463)

### **IDSA web site:**

[www.idsa.org](http://www.idsa.org)

### **IDSA IDEA Awards web page:**

[www.idsa.org/webmodules/articles/anmviewer.asp?a=104&z=48](http://www.idsa.org/webmodules/articles/anmviewer.asp?a=104&z=48)

### **\*Embargo Info:**

As *BusinessWeek* is a major sponsor of the IDEA award, publicity is to coincide with the July 5<sup>th</sup> edition of the magazine. The winners will be announced publicly with the July 5th issue of *BusinessWeek* magazine, which is available on June 25th.