



Top Product Design Engineering Firm Helps Companies Launch New Lines

Studio RED Looks to Help Companies Shape Market Innovations

MENLO PARK, USA, August 26, 2015 /EINPresswire.com/ -- Launching a new product or an entirely new line is never easy, but designers & engineers at [Studio RED](#) hope to make it a bit easier for companies to move forward with ideas thanks to their extensive line of services.

The Emotional Factor

The role emotions play in buying into a product's story is incredible. Research has continually shown that likeability is the single most predictive measure of brand sales numbers. Studio RED works with that idea, providing design research, [industrial design](#), GUI design, mechanical engineering, and [prototyping services](#) from that perspective.

"We believe in the Rational Emotional Design, or RED, process because while rationality has to be a factor in today's business world, emotional design means increasing the users visceral experience, and that can mean so much to a brand," said Phil Bourgeois, President.

With thousands of previous clients, Studio RED has carefully developed a commitment to clients that means total product integration and significant cost savings for companies in a variety of different industries. The process includes a close look at styling, branding, and usability along with assembly costs, manufacturability, and safety compliance, creating a unique approach to product development for companies that views them not as separate disciplines, but as a single brand-focused event.

Industry Recognition

Studio RED's approach certainly hasn't been overlooked. In fact, they've received a number of awards that demonstrate their methods aren't just working; they're succeeding on a massive scale.

"Over the years, we've received a number of awards including the IF Design Excellence Award, the Industrial Designers Society of America awards, and the Good Design Award from the Chicago Athenaeum," said Phil Bourgeois, President.

As many more companies take a closer look at their unique services line, those awards are certain to continue rolling in, and with an ever growing client list, getting your company into the mix soon is absolutely essential to your next product's success.

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