

# AL

## ALEGRE DESIGN SL

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Innovation  
Design  
Company

**ALEGREDESIGN**

“Design is the intuition of creating  
what people expect”

**ALEGRE**DESIGN

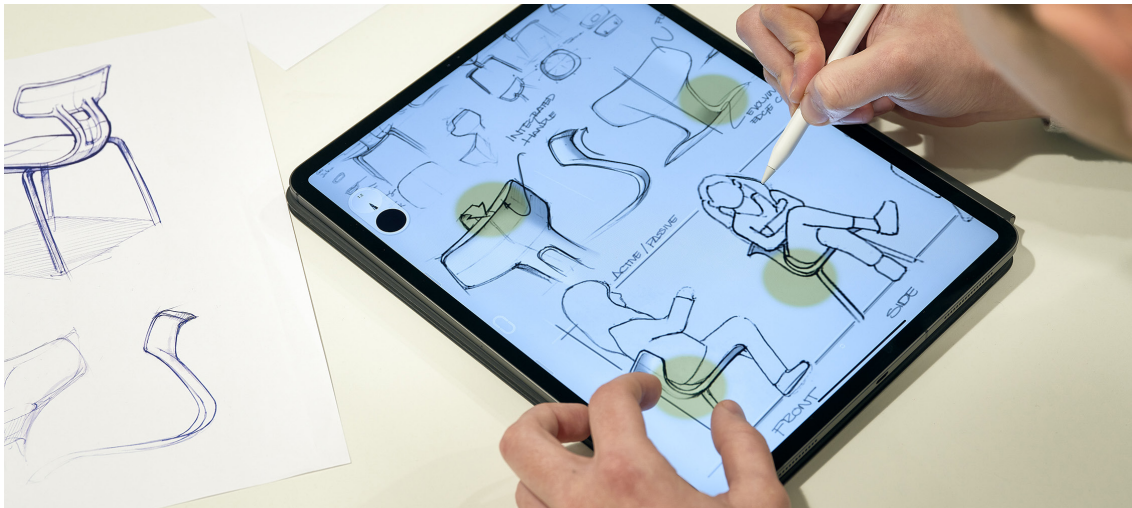
## Our identity

The market and society are constantly changing, as are we. We create products and experiences, providing value and innovation while creating new future for people.

**We inspire change through design.**

For twenty years we have faced new challenges in product design on a daily basis. This has resulted in collaborations of great diversity in industrial sectors worldwide. This experience, acquired in each project, allows us to transfer knowledge between industries and cultures.

We want to introduce to you how our studio works, the services we provide and how you and your business can achieve innovative and valuable to enrich people's life.



15

Countries



20

Years



47

Patents



+ 200

Products



+ 40

Clients



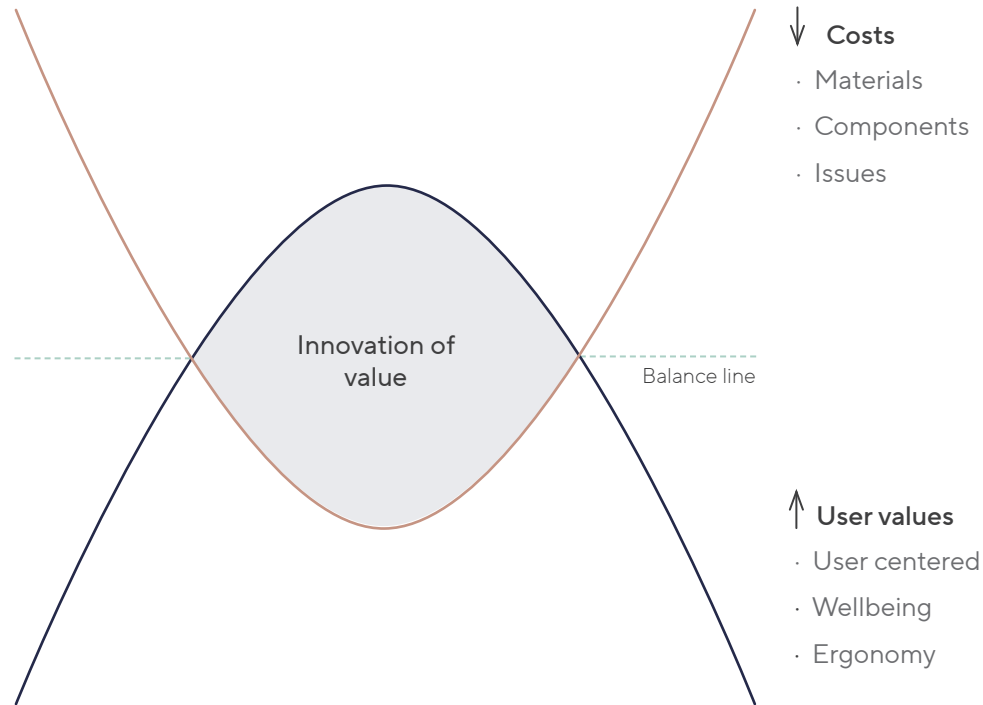
8

Sectors

## Our goals

Seeking new perspectives and ideas, redefining services, products and experiences and creating a new future for people.

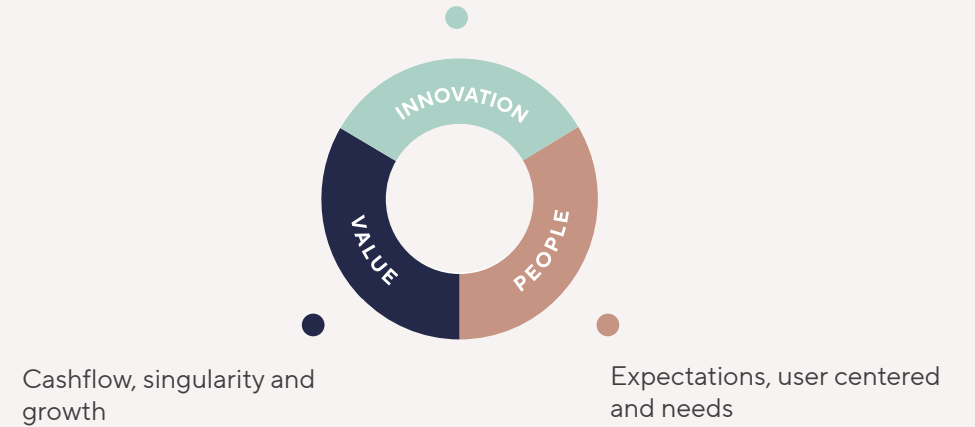
What we stand for:



Our pillars:



Opportunities, perspectives and vision



## Our services

Providing innovative products, services and experiences to people and business based on Agile Design and Design Thinking.



### ▲ Design Direction

Innovative solutions to people and business.

Innovation, value and people are at the heart of our work. The improvement of the business model and the user's perception are equally important. Which is why we deliver distinctive value propositions that make businesses grow.

#### Methods:

Innovation Consulting | Venture Design | Product Direction | Corporate Development

### ● Trend Research

Creating tomorrow's trends.

Our job as designers is to anticipate what people need and what they will need in the future. We are on a constant lookout for market changes and opportunities. We forecast trends and observe the users's behavior to make sure our clientes anticipate the market.

Trend Forecasting | User Insights | CMF Design

### ■ Product Design

Creating products with real innovation.

We design innovation-based products that create value for people and companies. Bringing a people-centred approach to innovative products that will withstand the test of time.

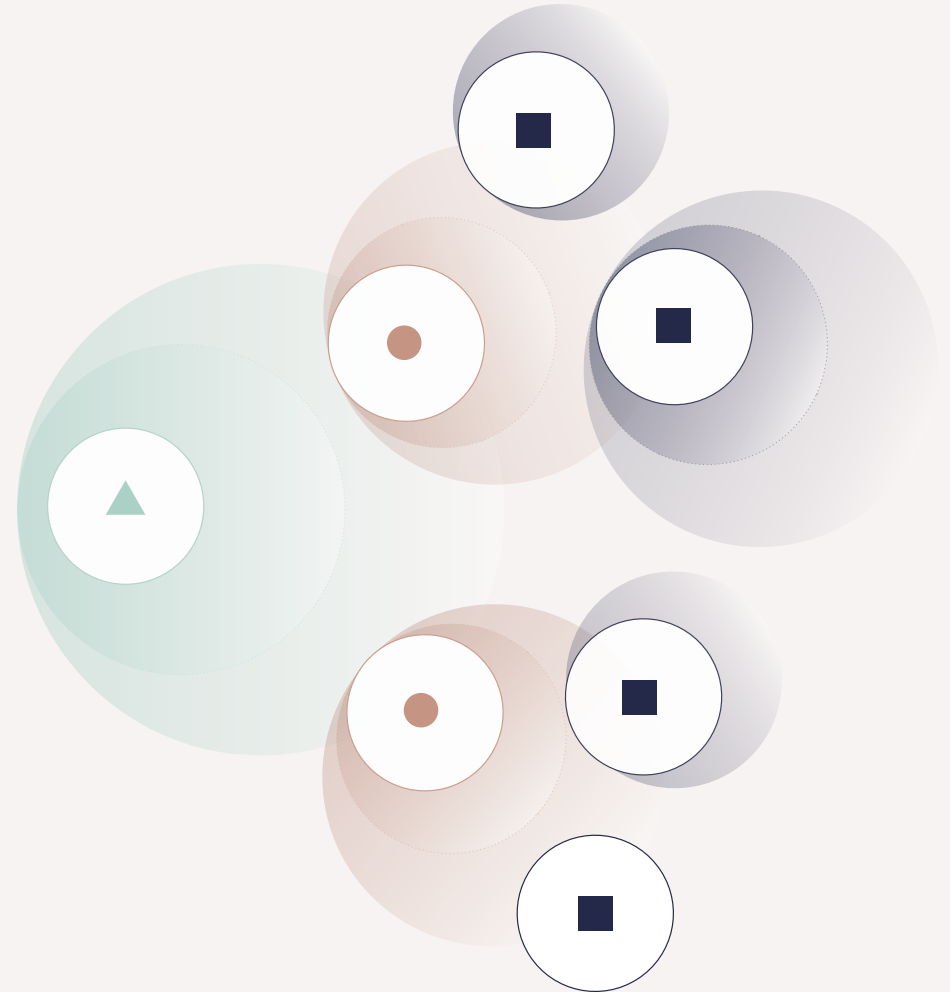
Concept Creation | Product Refinement | Product Development | Design Pre-Engineering | Final Design Supervision | Launch Process

## Opening new ways

This way to approach products opens up new ways to work. This new approach is based on short deliveries which add value to the product in each sprint, creating the synergy to develop the next parts of the project.



Different kind of deliveries starting from the same point:



Design Direction ▲

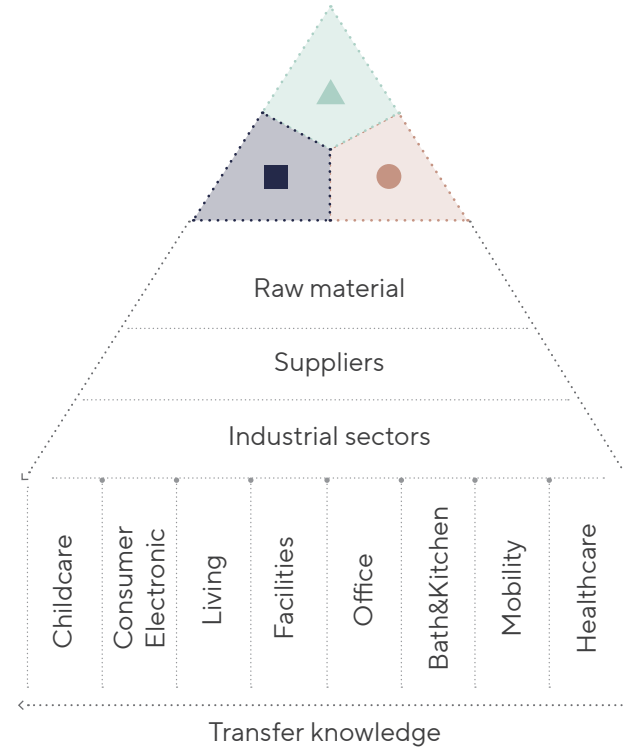
Trend Research ●

Product Design ■

## Our reach

Through the industrial sector we provide knowledge to our clients.

For twenty years we have faced new challenges in product design on a daily basis. This has resulted in collaborations of great diversity in industrial sectors worldwide.



Childcare

Consumer Electronic

Living

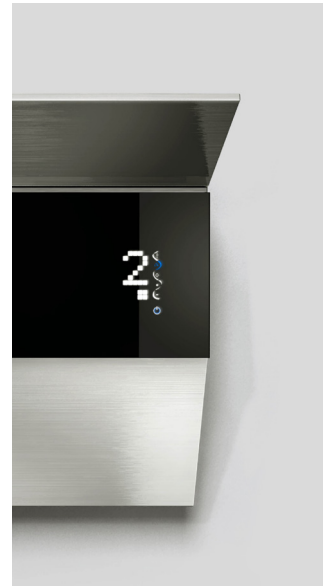
Facility

Office

Bathroom&Kitchen

Mobility





Healthcare






# Our methods

Improving your company with our tools, developing innovation and giving value to people. Based on Design Thinking and Agile Design.







## ▲ Design Direction

Design Thinking		Training	
D1  <b>Innovation Consulting</b>	D2  <b>Venture Design</b>	D3  <b>Product Direction</b>	D4  <b>Corporate Development</b>
How to find innovative opportunities.	Ventures/ partnerships between companies.	Provide perspective, coordinate processes and define strategies.	Train, motivate, share knowledge.
Project follow-up	Project follow-up	Guideline	Learning sessions

## ● Trend Research

Holistics		Senses
T1  <b>Trend Forecasting</b>	T2  <b>User Insights</b>	T3  <b>CMF Design</b>
Analysing new products and ecosystems looking for innovation.	Understanding what people need and to develop the right products.	Create global product ranges, finishes and details.
Reporting	Reporting	Presentation   CMF Guide.

## ■ Product Design

Creative Design			Creative Engineering		Launching
P1  <b>Concept Creation</b>	P2  <b>Product Refinement</b>	P3  <b>Concept Development</b>	P4  <b>Design Pre-Engineering</b>	P5  <b>Final Design Supervision</b>	P6  <b>Launch Process</b>
Creation of the product concept, adapted to the company's vision.	We fine tune the concept to suit the needs of the company and the user.	Development to bring the design in line with the production processes.	Defining the details that allow us to obtain a final result.	Accompany the client in the set-up process.	Support in product launches, services and experiences.
First Concepts	Rendering	3d Modelling	3d Files	Sourcing and Pre-production	Collaboration with client

Methodology

Delivery

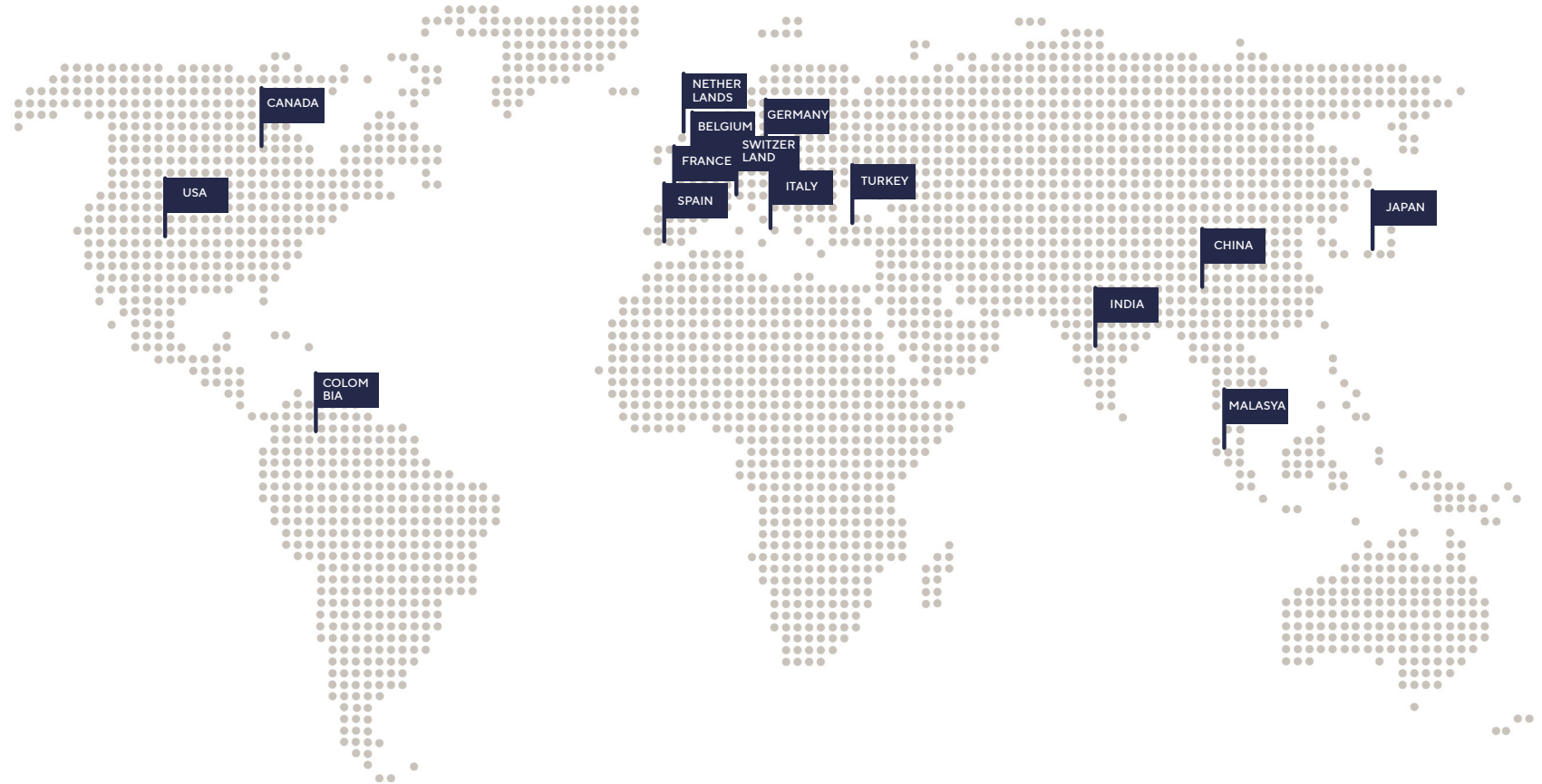
Client profile

Corporate

Startup

# Thank you

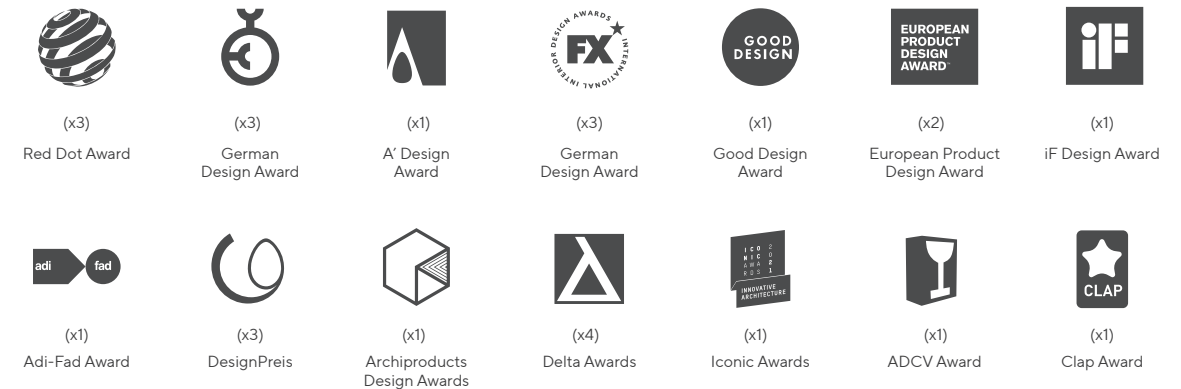
Companies expand their horizons and establish themselves in new markets while we find solutions for future challenges.



..... From start-ups to top-level brands, we are fortunate to work with many of the world's leading companies including:



..... Alegre Design has been awarded with various prizes such as:



## Our team

Strategic design company committed to innovating by giving value to people.

### Common Sense

We understand design as a global concept which is not only applied to style, but that can also be utilized to give realistic solutions for the product's lifespan: right from the production process itself, to the sustainability, the user interface and its environmentally-friendly materials.

### Knowledge: New solutions and uses

For twenty years we have faced new challenges in product design on a daily basis. This has resulted in collaborations of great diversity in industrial sectors worldwide. This experience, acquired in each project, allows us to transmit knowledge between industries and cultures.

### Originality

Our added value is the ability to utilize our originality, efficiency and expertise to increase our clients worth. We work on all the areas of the product and study its productive chain, which enables us to provide creativity and solutions in all the stages of the design process.



## Your Benefits

Together we create real products, services and experiences in order to expand market advantages through innovative design solutions.



We aim for innovation, that adds real value for people and companies.



National and international knowledge experience.



20 years of design expertise- more than 20 renom design awards.



Our Agile Project Management allow us to interact smoothly with clients as if we were part of the organization.



We develop partial or entire projects, adapting the specific needs to the client.



Confidentiality.



Detailed and transparent pricing.

## Let's keep in touch

Feel free to share your ideas or brochure, together we will shape the future.

Find us anytime at:

[info@alegredesign.com](mailto:info@alegredesign.com)

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