PRIME
DESIGN

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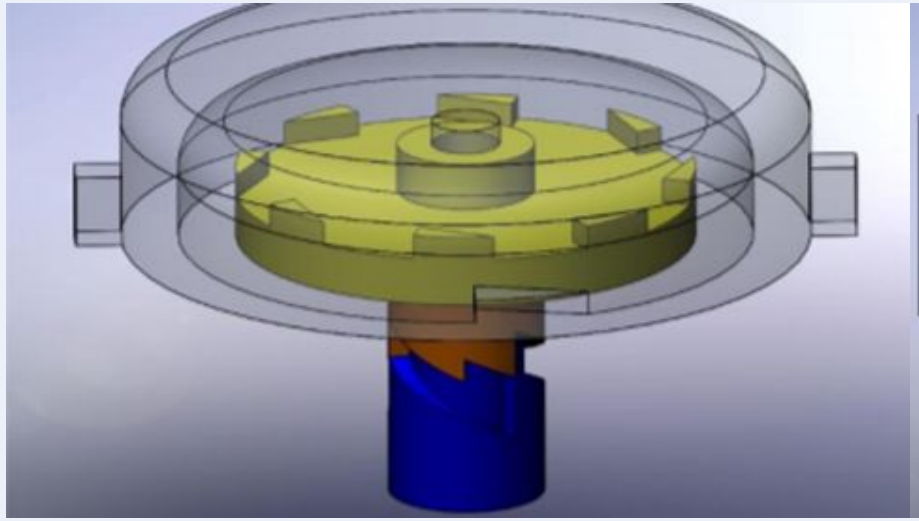
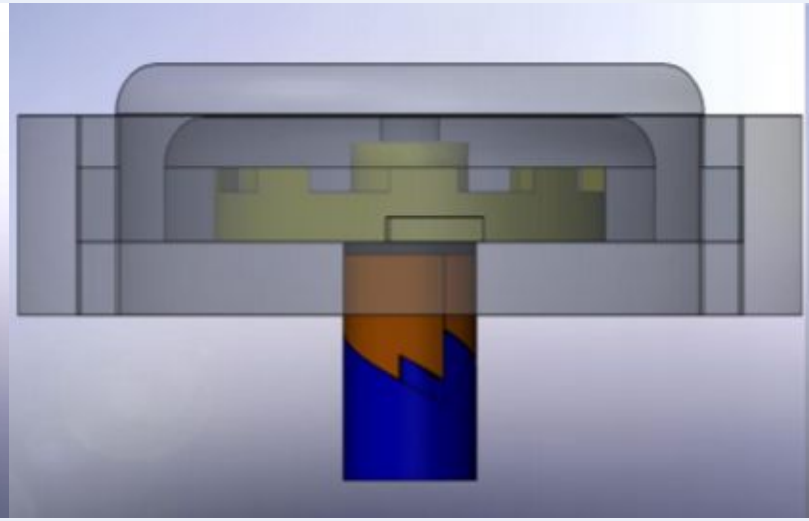
Target group

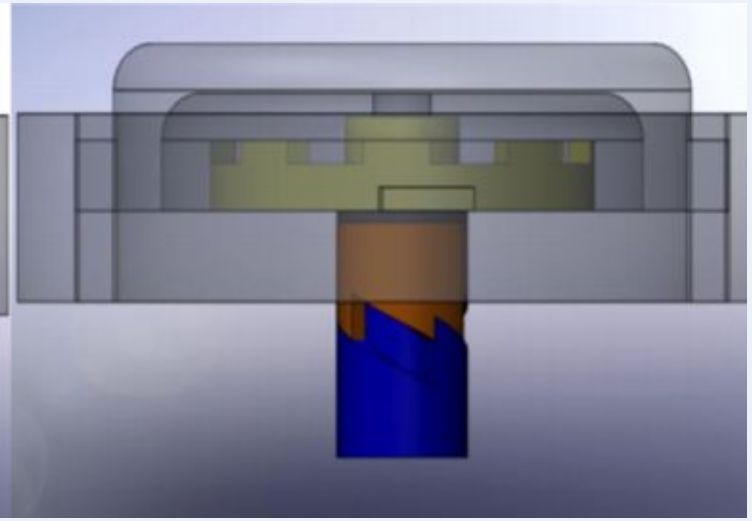
- Research
- Businessmen
- 40 until 67 years

Mechanical Concepts

Omnishaver

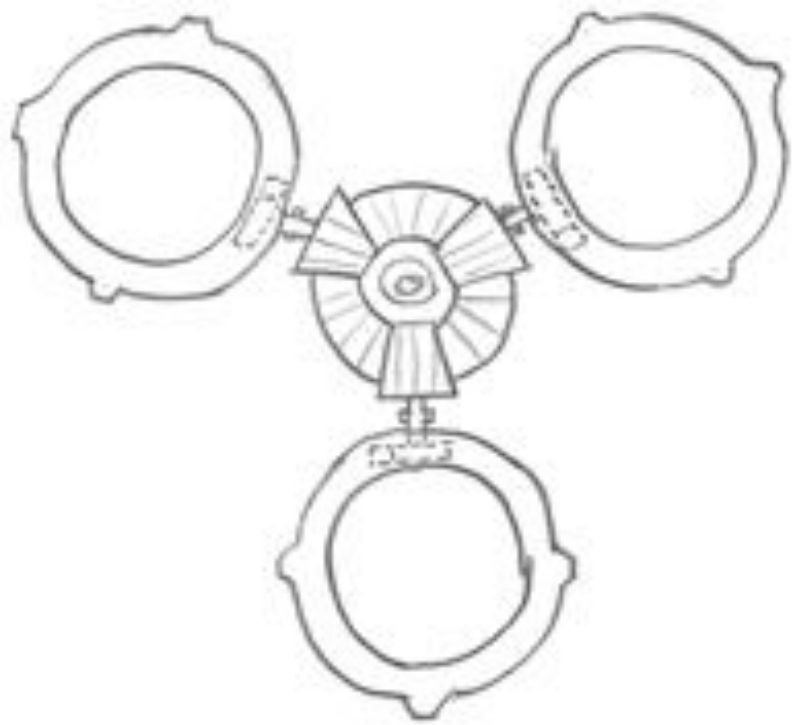


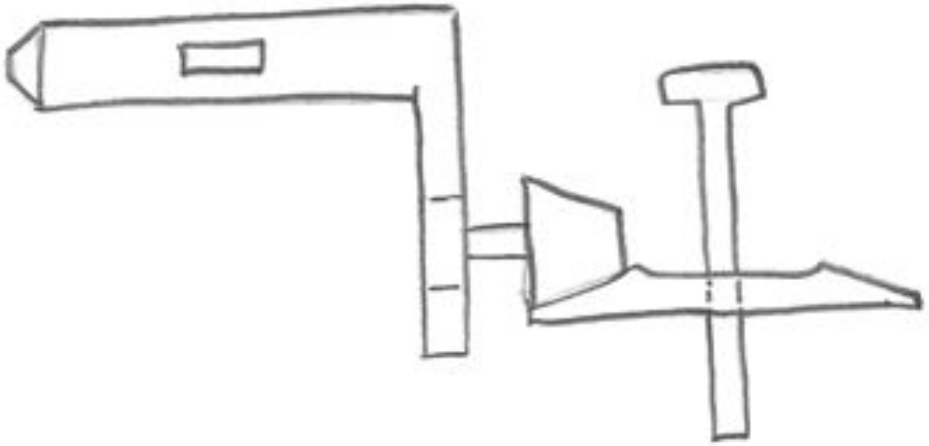




Mechanical Concepts

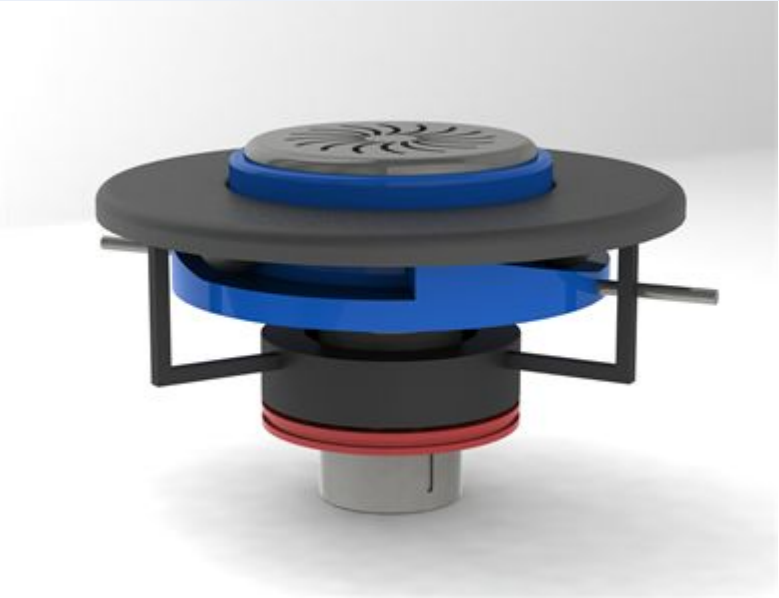
Infinity

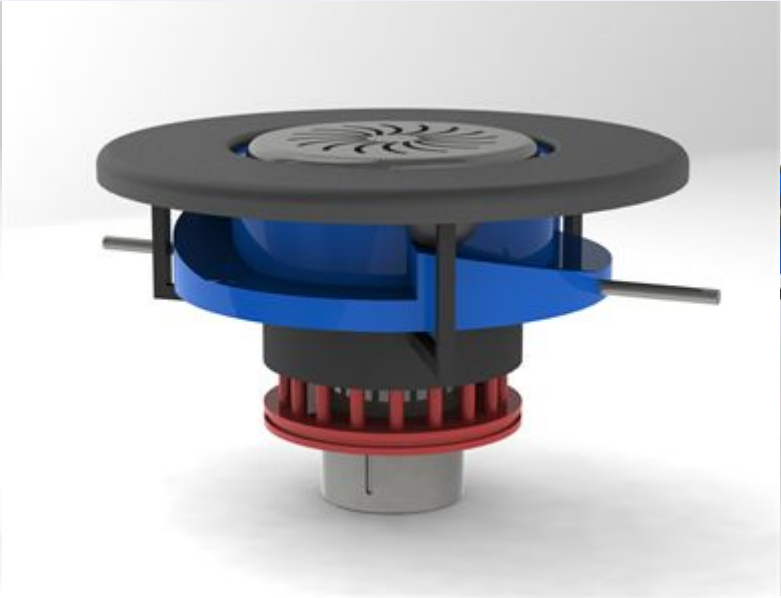




Mechanical Concepts

Crown





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Mechanical Concepts

ComfortPRO

Mechanical Concepts

Step 1: the rings are at the lowest position

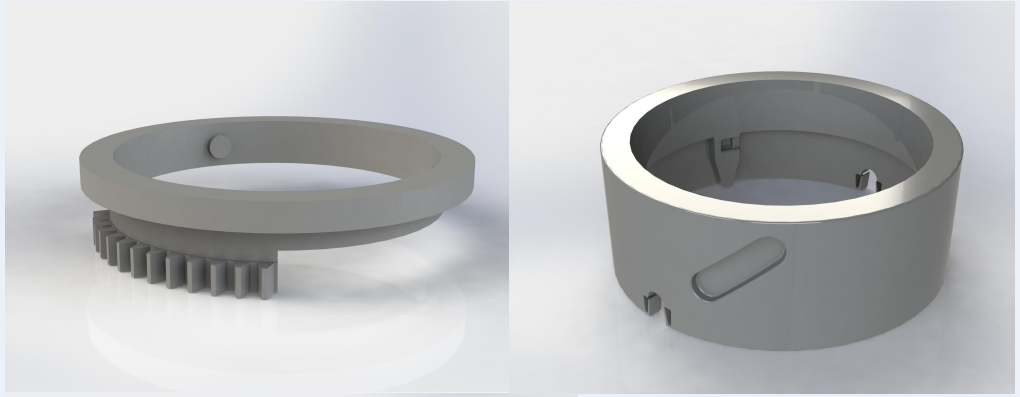
Step 2: the rings are moving upwards

Step 3: the rings are at the highest position

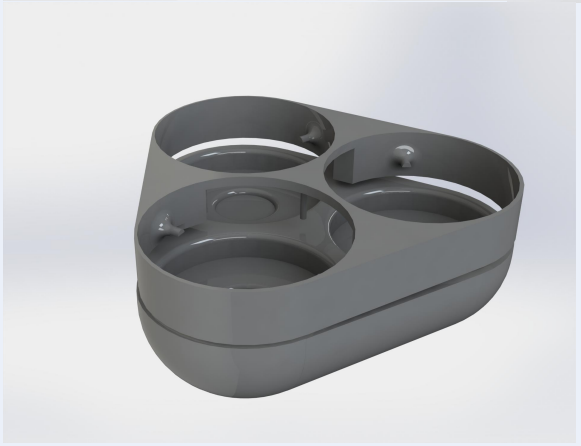
Mechanical Concepts

Materialization

- PC+PET



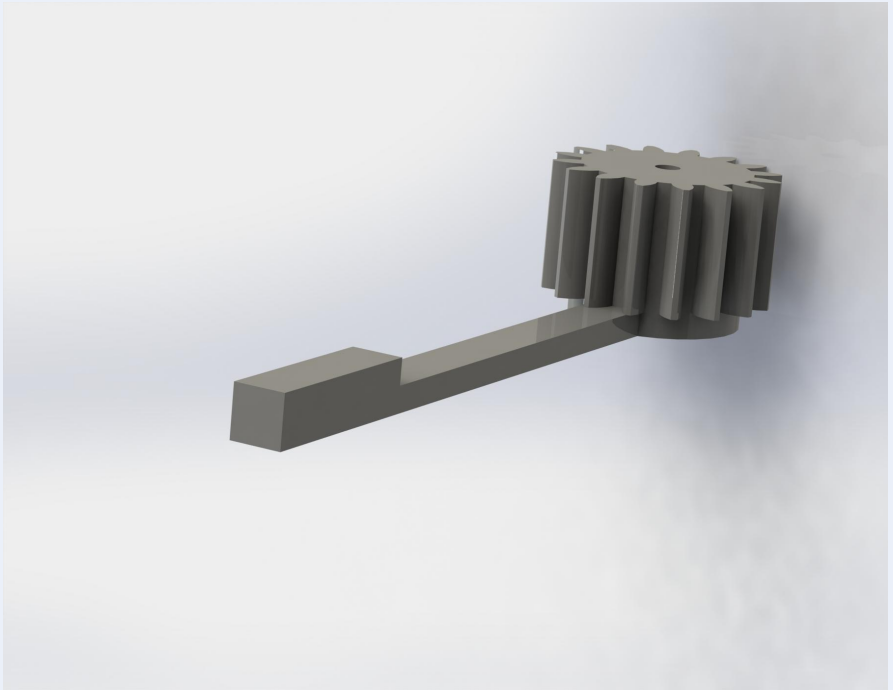
- PA-6(30%GF, impact modified)



Mechanical Concepts

Materialization

- PBT (gear)
- EVA (Shore A95/D50, 12% vinyl acetate (lever)



Design Concepts

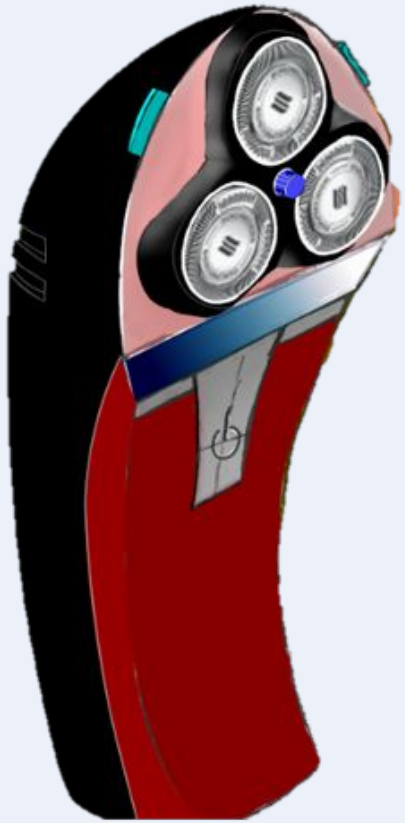
- Concept 1
  Omnishaver
- PowerTouch Series

Design Concepts

- Concept 2
  Crown
- S-Series

Design Concepts

- Concept 3
  Infinity
- High Tech



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Final concept

Figure 17 *The switch of the ComfortPro*

Figure 18 *The slits*

Figure 19 *The recharging stand*

Figure 20 *The battery indicator*

Figure 21 *The razor tool*

Figure 22 *The different color versions*

Sustainability

- Research
- 3 pillars
- Sustainability of Phillips
- Supply chain
- Flowchart

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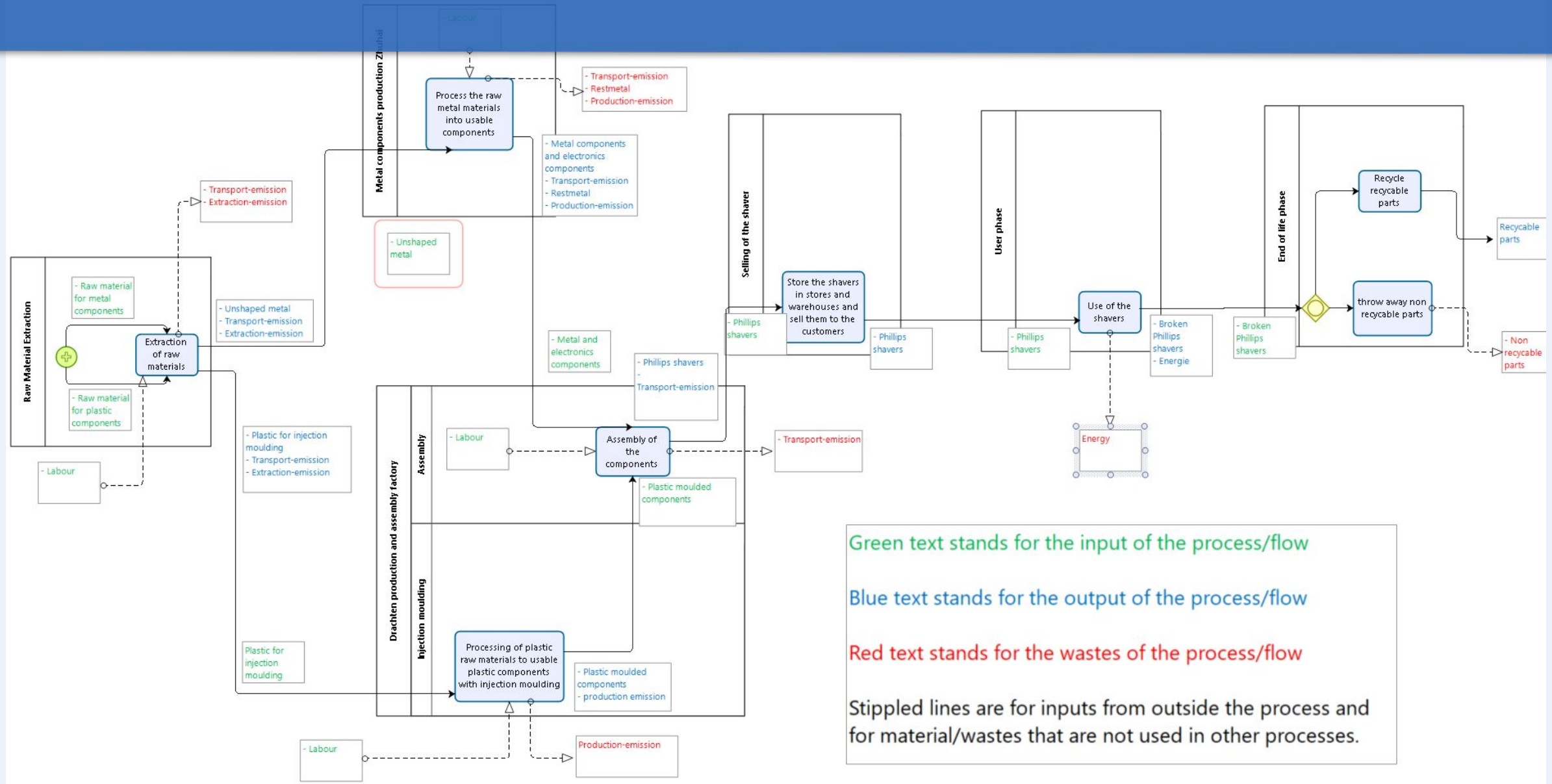

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Sustainability

- Input/output model
- Assumptions
- Results input/output model
- New design
- Conclusion

Recommendation

- 5 exposure settings instead of 2
- Most of Philips technology is also used in our design
- Blades are fixed and therefore not able to follow the face of the user
- Not a continuous variation in exposure possible
- Design flaw whilst putting the shaver together, pins are not able to go in the slots
- Estimated production cost of 14,27 euro