



SAQDESIGN

we design the future

Standing for "Sustainability And Quality", the name is meant to define the purpose of the company, providing a design that's long lasting and sustainable in quality. Established in 2007 with a focus on product design, the company boasts a team with experience in various fields, such as engineering, car design, lifestyle products, health & care products, cosmetics, electronic devices and more.



We design your business with
Sustainability & Quality



reddot award 2018
winner



KARCHER [Germany]
SC2 EasyFix Deluxe

compact steam cleaner
for home





product
design
award



GOD DESIGN

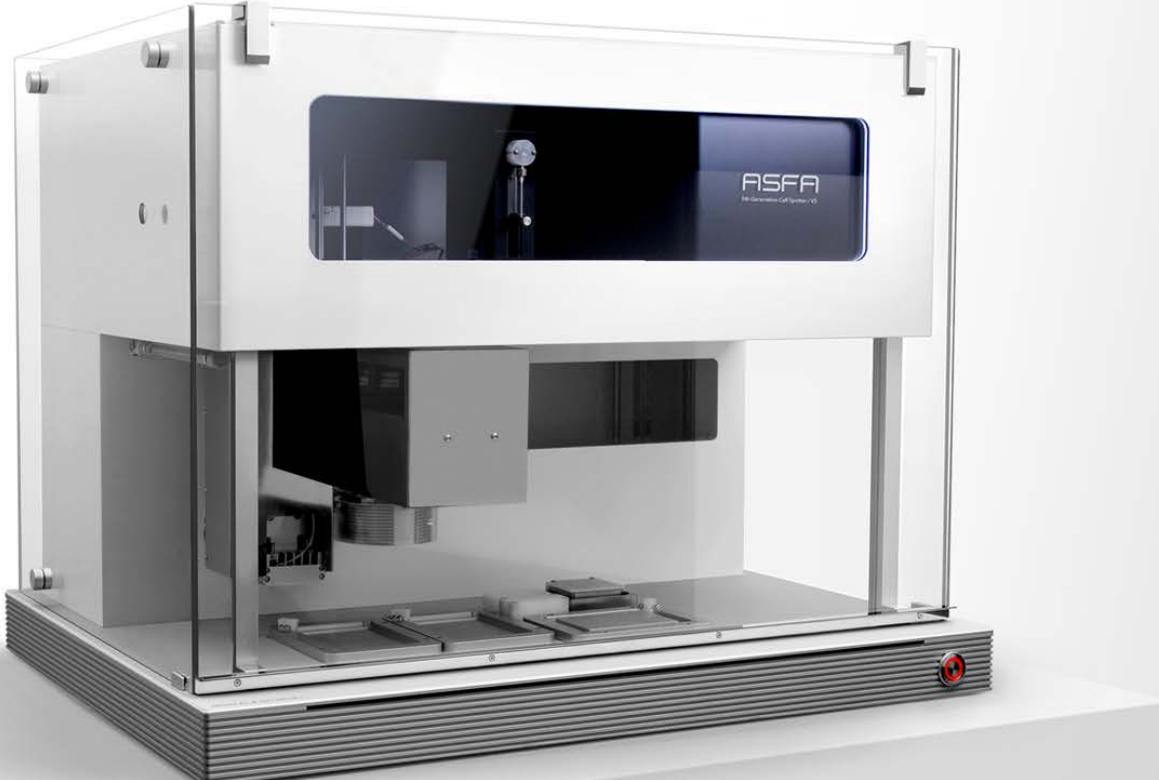


DESIGN AWARDS

WINIX Dehumidifier

premium dehumidifier
for living





MBD
ASFA™ Spotter
cancer cell reagent
diagnostic equipment



ARCHIDRAW

Mobile 3D Scanner

3d space scanner
for interior



ORIGINWATER [China]
D701 Water Purifier

water purifier design
for kitchen



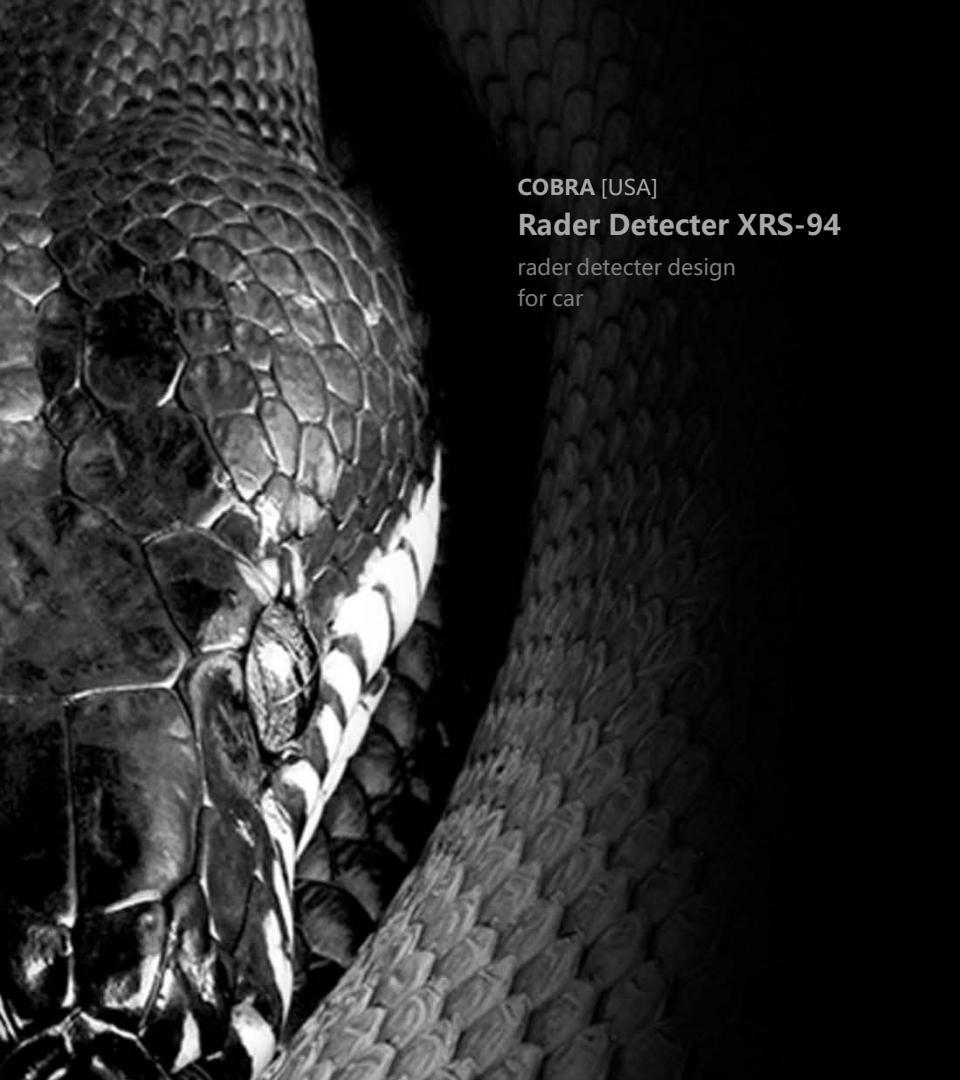
LIVING HANKOOK
Tukbaegi / Earthen Pot

kitchen cookware
for induction

ASSA ABLOY/UNILOCK
ML51PA Locker Lock

locker lock design
for cabinet



A dramatic, high-contrast black and white photograph focusing on the intricate, overlapping scales of a cobra's hood. The lighting highlights the texture and depth of the scales, creating a sense of raw power and predatory intent.

COBRA [USA]

Rader Detector XRS-94

radar detector design
for car





SOLT

SB7 Call Bell

call bell design
for restaurant



BIOMIST
Aroma Diffuser

aroma diffuser design
for indoor

DESIGN PROCESS

SAQ



01_UNDERSTANDING

Understanding the client's products and their needs.
Studying the product's history, and thinking about a new direction.

Understanding the product's structure and manufacturing methods before found a better direction.

Finding out the client's strengths and weaknesses to improve the design.



02_WATCHING

Watching consumer, manufacturer and market. Watch a product as a manufacturer position and remove unnecessary factors.

Add ahead consideration for user, watch a product as a user position. Enhancing the competitiveness, watching competitive products and the changes in market.



03_CREATING

Creating evolved design concept.
Focusing and deleting points which were founded in the marketing research, make a story about improved design points to easily remember.



04_MAKING

Make studied design visualized.
It's a step for making concept design visualized using various tools.

Send the visualized design to the client and set the direction of design to mass-produce.

05_CONFIRMING

Confirming the final design.
Prior to mass-production, make a 1:1 scale mock-up to check the real feeling including a texture, grip, volume, weight and so on.

06_TUNING

Tuning design for mass production.
It's a work for keeping the speed of mass production quickly and stably productive, as changing the details of the design and post-processing according to the manufacturing and the quantity.
Modify the 3D data partially, with keeping the shape of the design.



GS CALTEX
KIXX Engine Oil Container
enging oil container
bottle design



ORIGINWATER [China]
D601 Water Purifier
under sink type
for home



ORIGINWATER [China]
D768 Water Purifier
non-installation type
for living room



ORIGINWATER [China]
D608 Water Purifier

top sink type
for kitchen

LEAD POWER
Vacuum Slimmer
vacuum slimmer design
for spa





INSPECTOR [Russia]

Rader Detecter+Black Box

rd + b.box design
for car

MANDO

CAR Black Box

full hd black box design
for car



HENCKEL [Germany]

Nail Clipper

rotating type nail clipper



DAESUNG E&T
Test Chamber Machine

temp. & humi. test chamber
for lab



DESIGN PHILOSOPHY

우리가 상상한 내일이 모든 사람들이 공유하는 미래가 되길 원합니다

그리기에 우리는 항상 스스로 변화할 시점과 방향을 찾고자 고뇌하고 노력합니다

다가오는 미래에서 우리의 역량은 과거부터 노력해온 결과의 응집일 것입니다

우리는 미래를 제시하기 위해 사회의 변화를 주시하고 사람을 연구합니다

사용자가 감동할 마음을 실어 창의적인 결과물을 만들면 그것이 리더가 되어 트랜드가 됩니다

그 트랜드가 우리의 미래가 될 것입니다

우리의 디자인은 사용자의 감동을 넘어 문화 및 생활까지도 혁신시키기를 바랍니다

그리고 그 혁신이 성공을 만들어 주길 기대합니다. 또한, 그 성공이 저희의 보람이 되길 간절히 바랍니다

우리는 디자인을 생각하고, 우리의 디자인은 사람을 생각합니다

사람들에게 아름다운 미래를 선사하기 위해

We imagine a future meant to be shared with everyone. Therefore

we always keep striving for new points of views and directions

We believe our capabilities originate from the time and efforts we have committed
since the beginning

We study society and humans in order to provide the right future for the users

With the professional knowledge we built up and the users in mind

we propose solutions that serve the creation of leader trends, soon to become our future

We hope our design exceeds the user's expectations

to also revolutionize culture and life. This accomplishment is our goal

We think design, and our design thinks human, to offer them a better future



Sustainability And Quality의 앞 글자를 따 만들어진 이름으로 오랫동안 사랑 받을 수 있는 좋은 디자인을 만드는 회사, 지속가능한 양질의 디자인이란 뜻을 담고 있습니다. 2007년에 시작된 삽디자인은 완성도 있는 디자인을 만들기 위해 엔지니어링 전문가를 포함한 IT기기, 생활가전, 생활용품, 코스메틱제품, 패키지, 산업장비 등 다양한 분야의 디자인전문 가들이 모여 설립된 제품디자인을 기본으로 하는 종합디자인 회사입니다.

삽디자인은 500여건의 국내외 디자인개발컨설팅 경험과 끊임 없는 문화의 변화에 대한 연구를 바탕으로 기업과 소비자 모두가 즐길 수 있는 차별화된 높은 수준의 디자인을 제공하고 있습니다. 삽디자인은 시장을 리딩하고 꼭 성공할 수 있는 디자인을 제시하기 위해 소비자 제품사용패턴을 분석하고 그에 대한 합리적인 대안을 디자인 스토리로 전환시켜 제품에 담습니다. 특히, 양산제품의 완성도를 높이기 위해 구조설계, 금형관리, 생산관리, 마케팅에 이르는 폭넓은 팔로우업컨설팅이 강점입니다.

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Based on a portfolio of more than 500 design projects for both local and international markets, as well as a restless search for culture change, SAQ offers high standard design solutions meant to meet the needs both clients and users.

SAQ analyzes products use cycles and studies markets in order to propose meaningful, successful and credible alternatives. With a special care for manufacturing completion, SAQ also provides follow-up consulting, and has deep knowledge of product infrastructure, mold management, manufacturing management and marketing.

SK

청호나이스

GS 칼텍스

KÄRCHER

WINIA

Henkel

LS

MOTOROLA

WINIX

Pulmuone

MOBIS

Mando

Haier

RUHENS

한국도자기

VATECH

대웅제약

Costco

BG T&A

BIXOLON

HANDOK

ORIGINwater

유희양행

UNIMO

Cobra

Promade

DAESUNG

CNTUS-AEGIS

SOLCO.

Eutech

LIVING
HANKOOK

Bushnell

UNILOCK

ASSA ABLOY

INSIGHT DI

ORACOM

SEE MORE

SAQ



Beauty



Living



Container



Tool



Electron



Kitchen



Home



Equipment

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