

'Clic' sign system

Client: Raben-Christensen

- Low cost, mass production design
- Multiple variations
- Clip together assembly
- External or internal use

Brief:

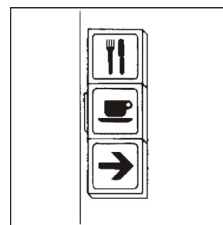
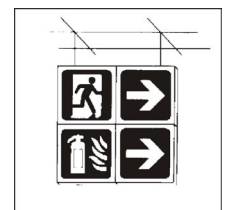
Having identified a market niche for a self assembly sign system for offices and public buildings, Raben-Christensen commissioned SA to design and develop a product for this market.

Solution:

SA came up with a low cost, self assembly design, that is based on a module consisting of only four components. The system can be clipped together in a variety of configurations for both internal or external use.

Result:

The product, consisting of 50 panels with varying symbols, was launched and successfully targeted the market niche for Raben-Christensen.



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