

## valves and drives

Client:

**Thermo**  
ELECTRON CORPORATION

- Style synergy across the range
- Increasing perceived value
- Improved user operation
- Increased product quality

### Brief:

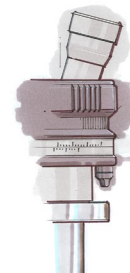
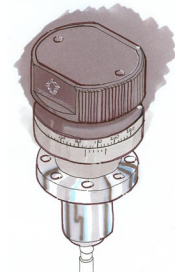
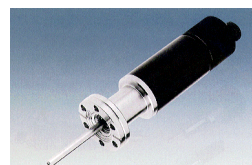
Sadler Associates were commissioned by Thermo VG to redesign their valves and drives to integrate the corporate identity. The objective was to improve the appearance, operation and image of the products.

### Solution:

Working on three different models, SA developed a product consistency through applying complementary colours and finishes. The designs were further enhanced by the uniform location of the corporate identity and improved operational features including textures and calibrations.

### Result:

The effects of SA's contribution were important for Thermo VG in creating a synergy across the range. Common styling and corporate signature helped to increase the perceived value of the products and promote quality and reliability of design.



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