

combination electrical meter

Client: **Megger**

- Product styling suitable for world markets
- Integration with client electronics team
- Ergonomic easy hold grip
- Multiple modules

Brief:

Megger (formerly Avo International) contacted SA to work on their latest portable electrical test meter. Having worked with Megger on other products in their range, SA were ideally placed to understand their needs.

Solution:

Using the electronic footprints supplied, SA created a number of concepts that were further developed using the latest 3D CAD Technology. Our approach was to use over-moulding to give the aesthetics a softer touch and to add more style to the design, than seen on other products in this market sector.

Result:

The sales figures speak for themselves; the unit out selling its first years target within two months of the product launch. The unit continues to sell well and set standards in the sector.



design studio
product design
architecture

“ We launched the product in June this year and have already exceeded this years sales (Target 300 - Sold 400 in 8 weeks!!). ”

- Clive Nicholls, Design Manager, MEGGER

