

IONN

CREATIVE

TURNING EVERYDAY OBJECTS INTO CUTTING-EDGE PRODUCTS



WE ARE IONN CREATIVE

We have **23 years experience** turning **great ideas** into **exceptional products**; across international markets, diverse industries, and companies of all sizes.

Through our **highly skilled, multi-disciplinary team**, we offer an extensive portfolio of services to help you throughout the **development of your product**. We understand that individuals and companies work in different ways, so we offer our services **flexibly** and **adapt** to your **preferred way of working**.

We specialize in **professional industrial design** and **excel in creativity**, priding ourselves on our extensive portfolio of successful projects.



IONN is led by Ian Hadlow, a **design director** with over 20 years of experience, specialising in **industrial design, project management and creative direction**. Ian's work includes **10 years of directing** a design consultancy team in **Shenzhen China**, during which he has built a **robust network of trusted suppliers** and became well attuned to **chinese business culture**.

As well as design management, Ian has experience **building design teams** from scratch as a **Consult Design Director**, sourcing the best **creative talent** for each project. Ian matches his client's **passion and commitment** to their projects with his own, approaching each **new challenge** with **dedication, originality and strategic-thinking**.

OUR SERVICES

Highly skilled & multi-disciplinary team

A grayscale photograph of three people in a workshop or studio. They are gathered around a table, looking at and pointing to various design sketches and drawings. The sketches include technical drawings of a bowl, a cup, and other objects. The background shows shelves with more designs and a white t-shirt hanging on a rack. The overall atmosphere is one of collaborative work and creative problem-solving.

RESEARCH, ANALYSIS & CONSUMER PROFILING

Gain **vital insights** into your **target audience** and the market sector through **strategic research and analysis**, ensuring your products are designed for **commercial success**.

4-1 SMART CRIB

Bosch
2019





SMART DESIGN

What started as a stand-alone product evolved into a smart home range, designed to make everyday life easier and smarter.



BOSCH

Client: Bosch

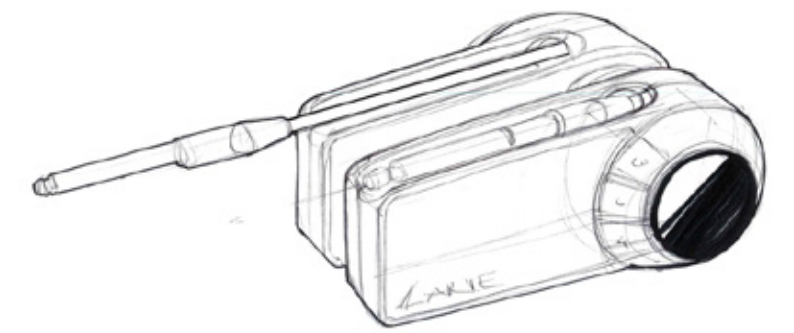
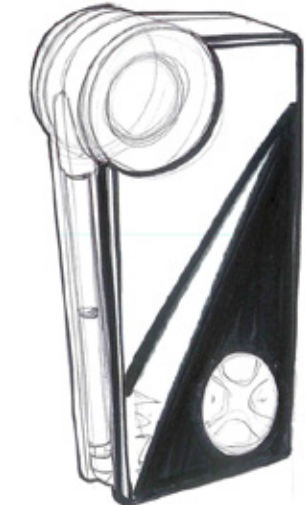
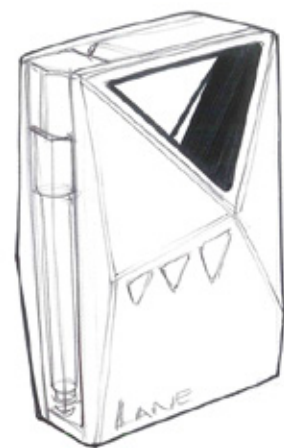
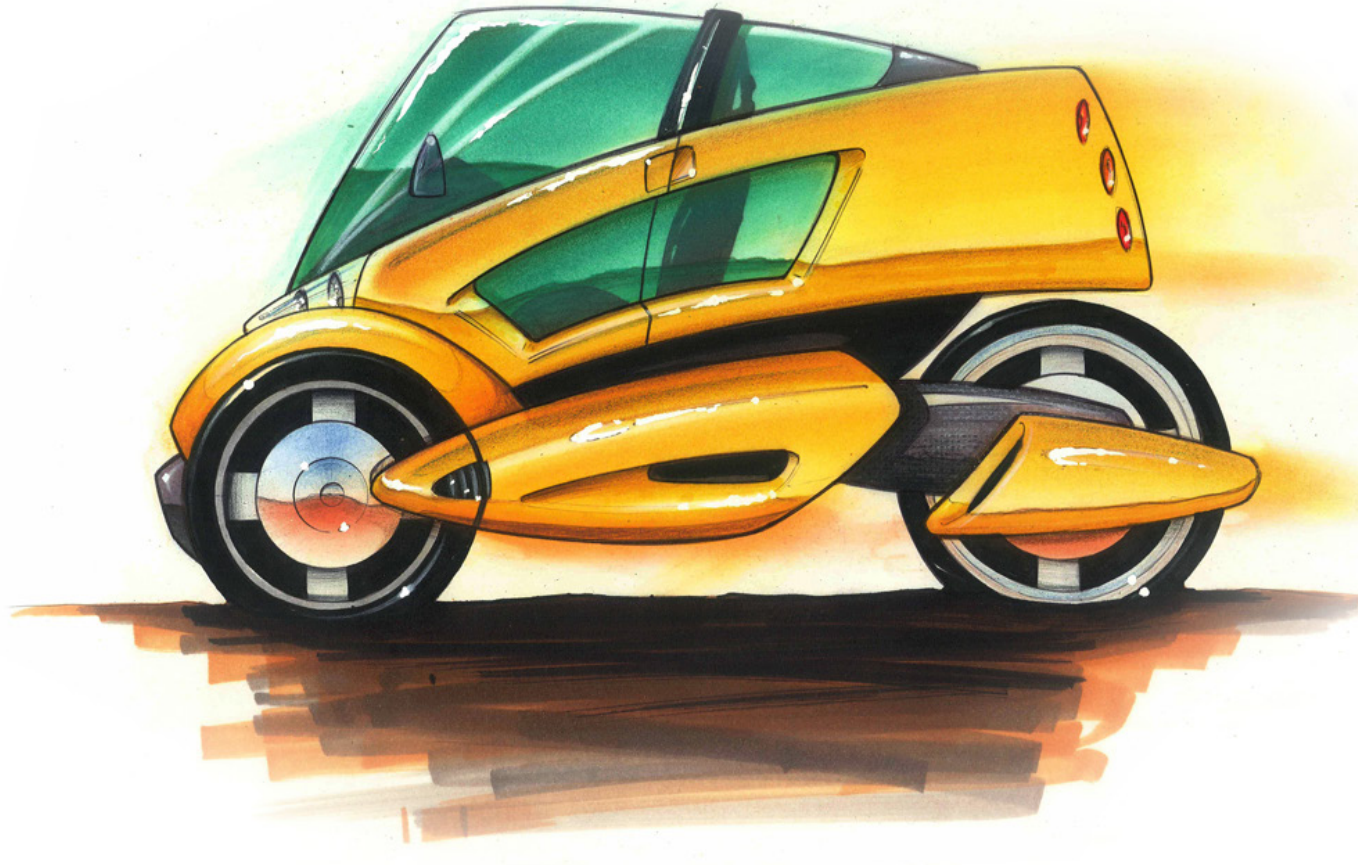
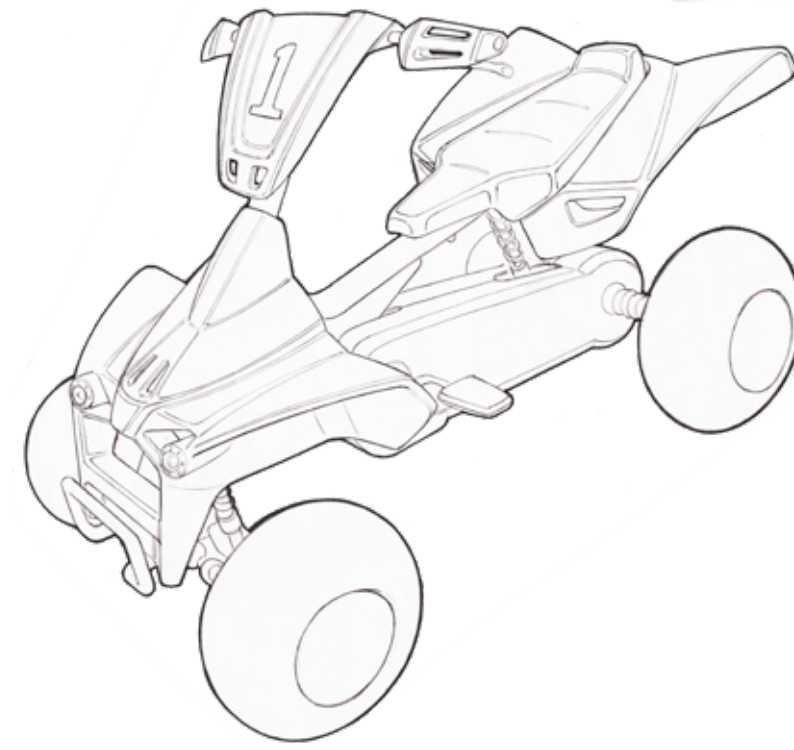
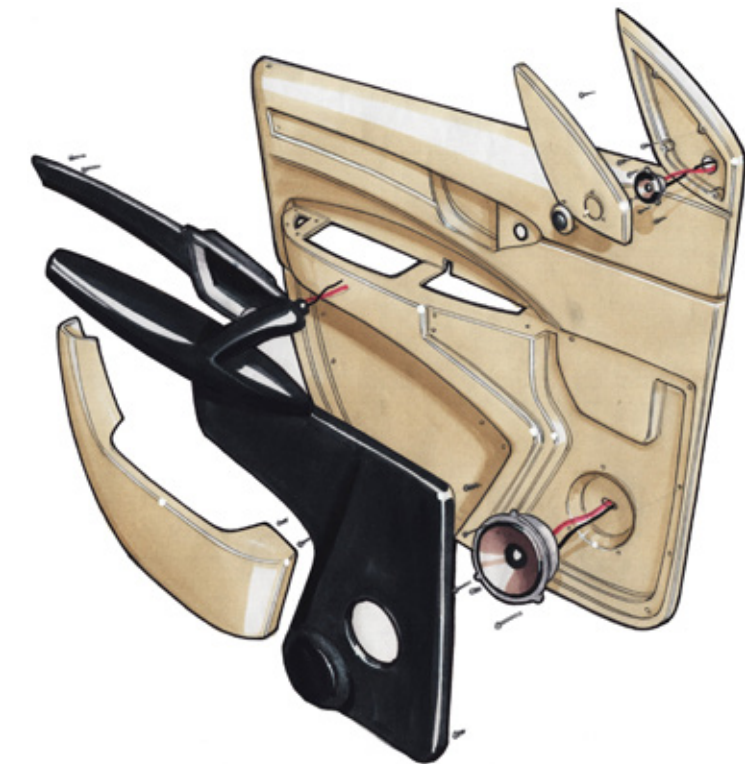
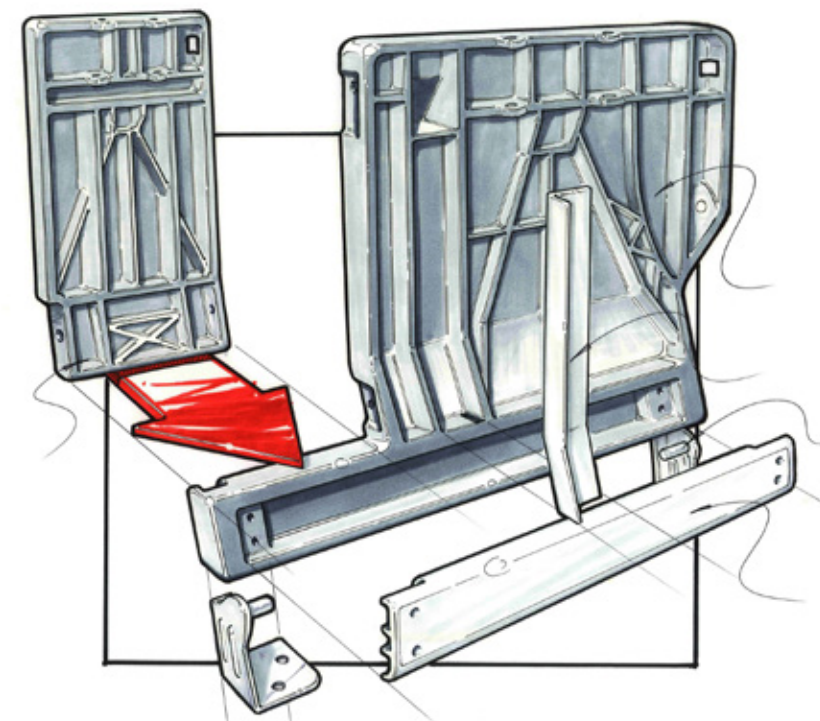
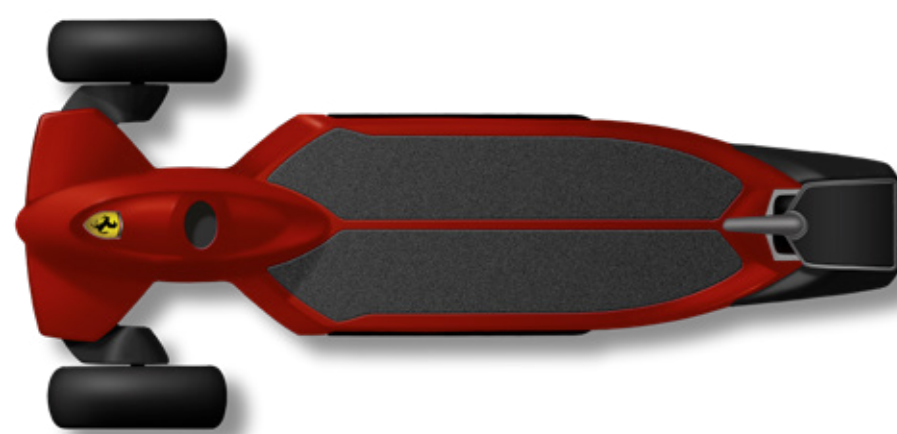
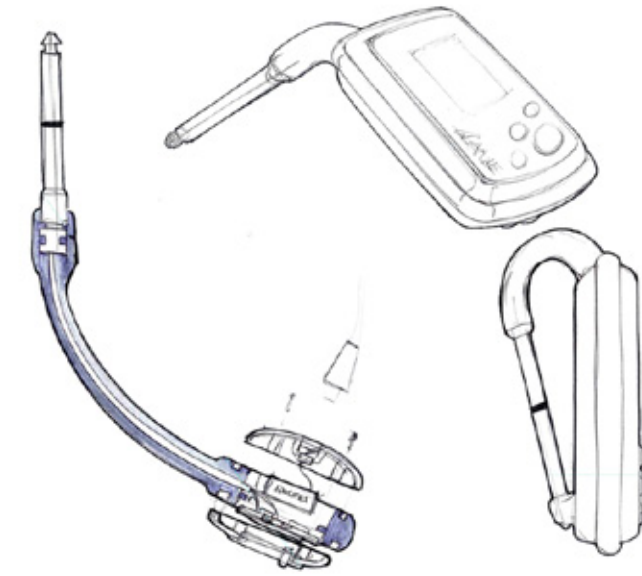
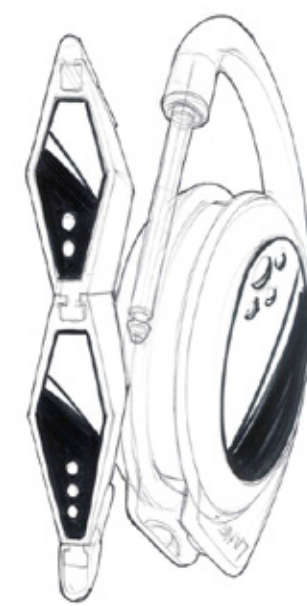
Service: Industrial design, creative direction



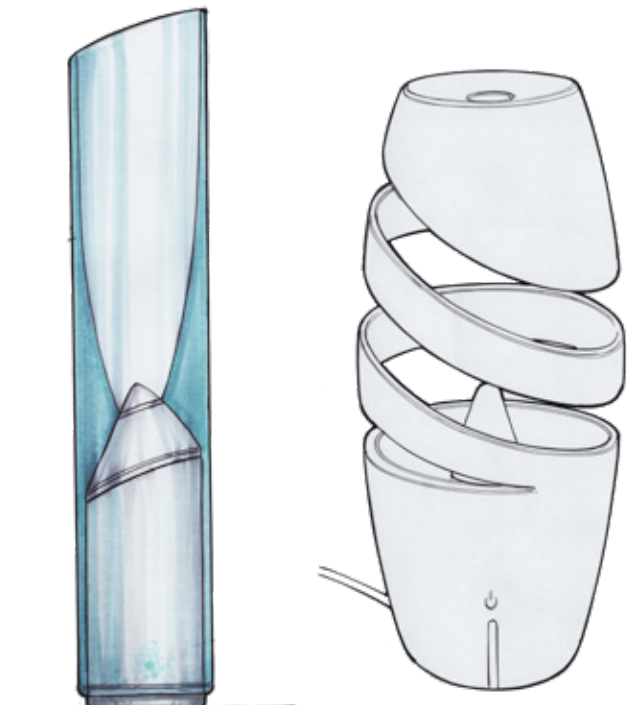
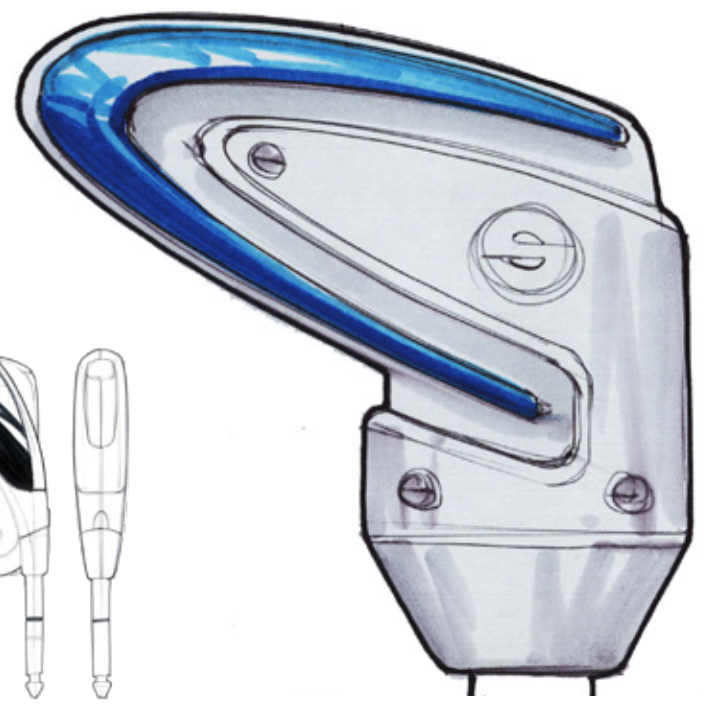
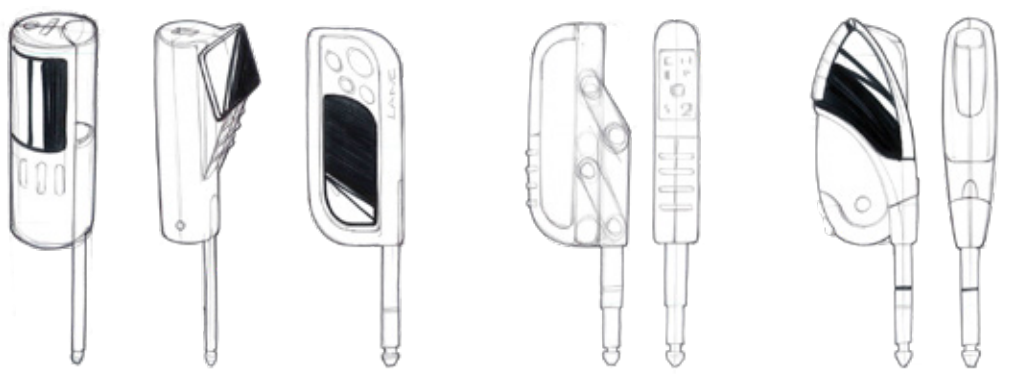
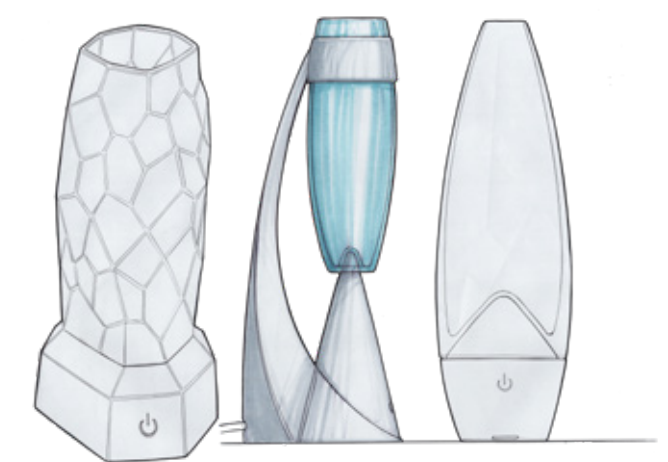
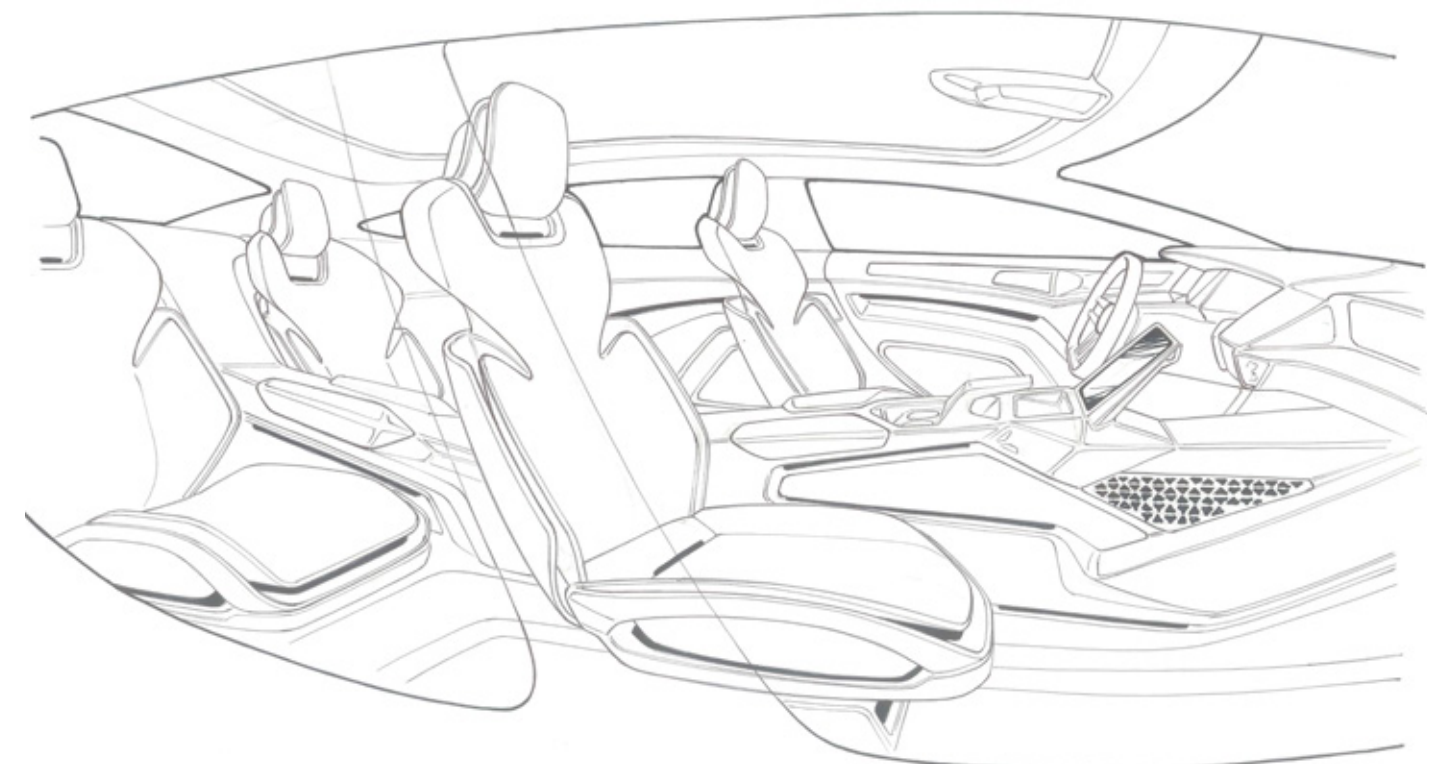
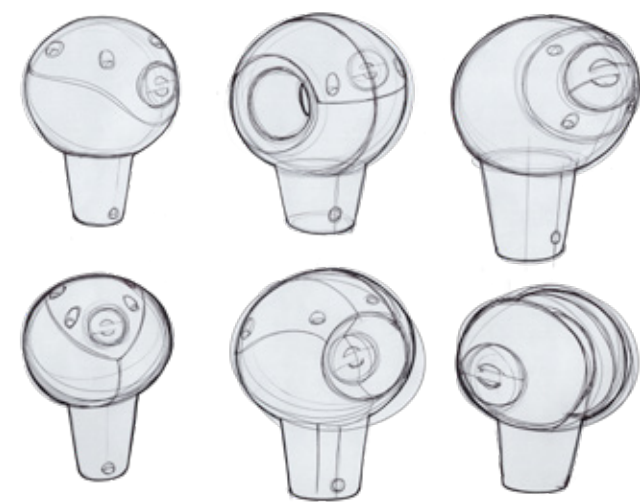
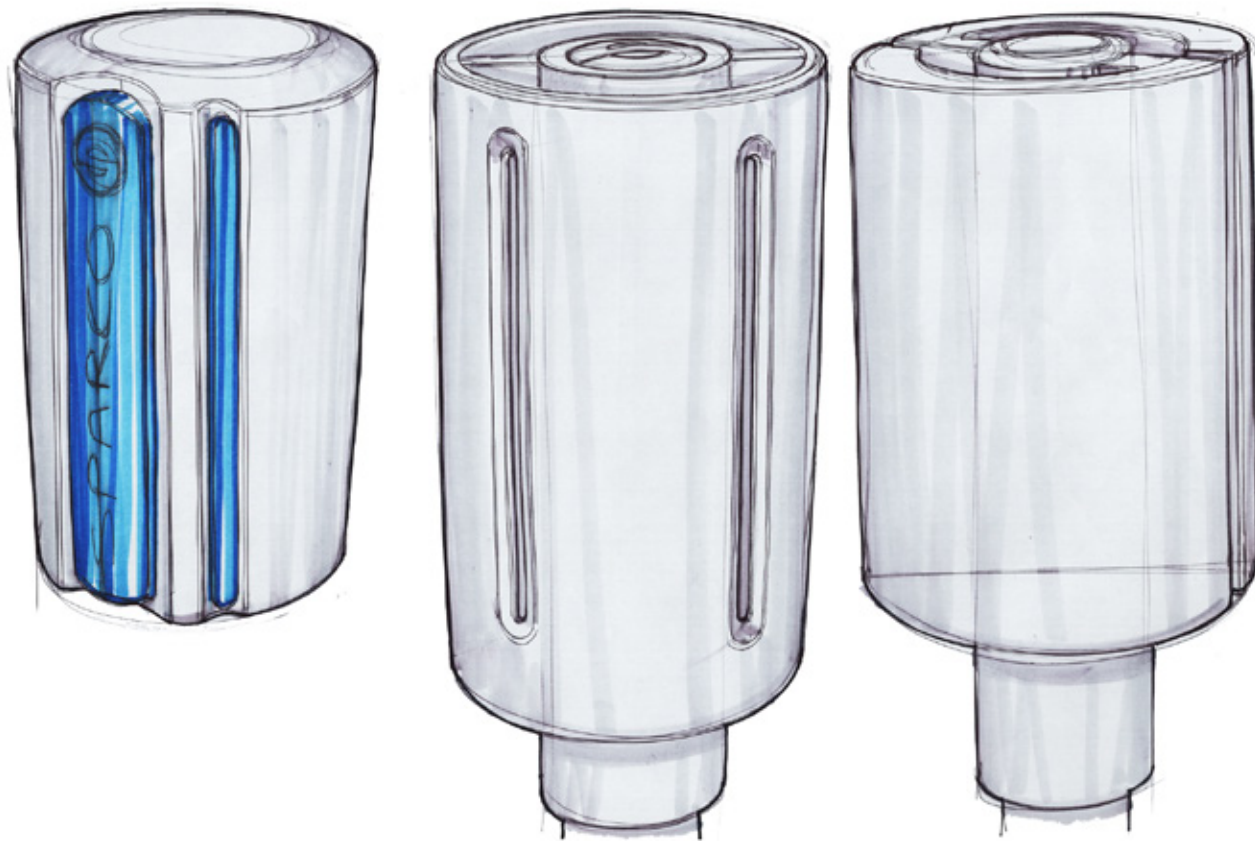
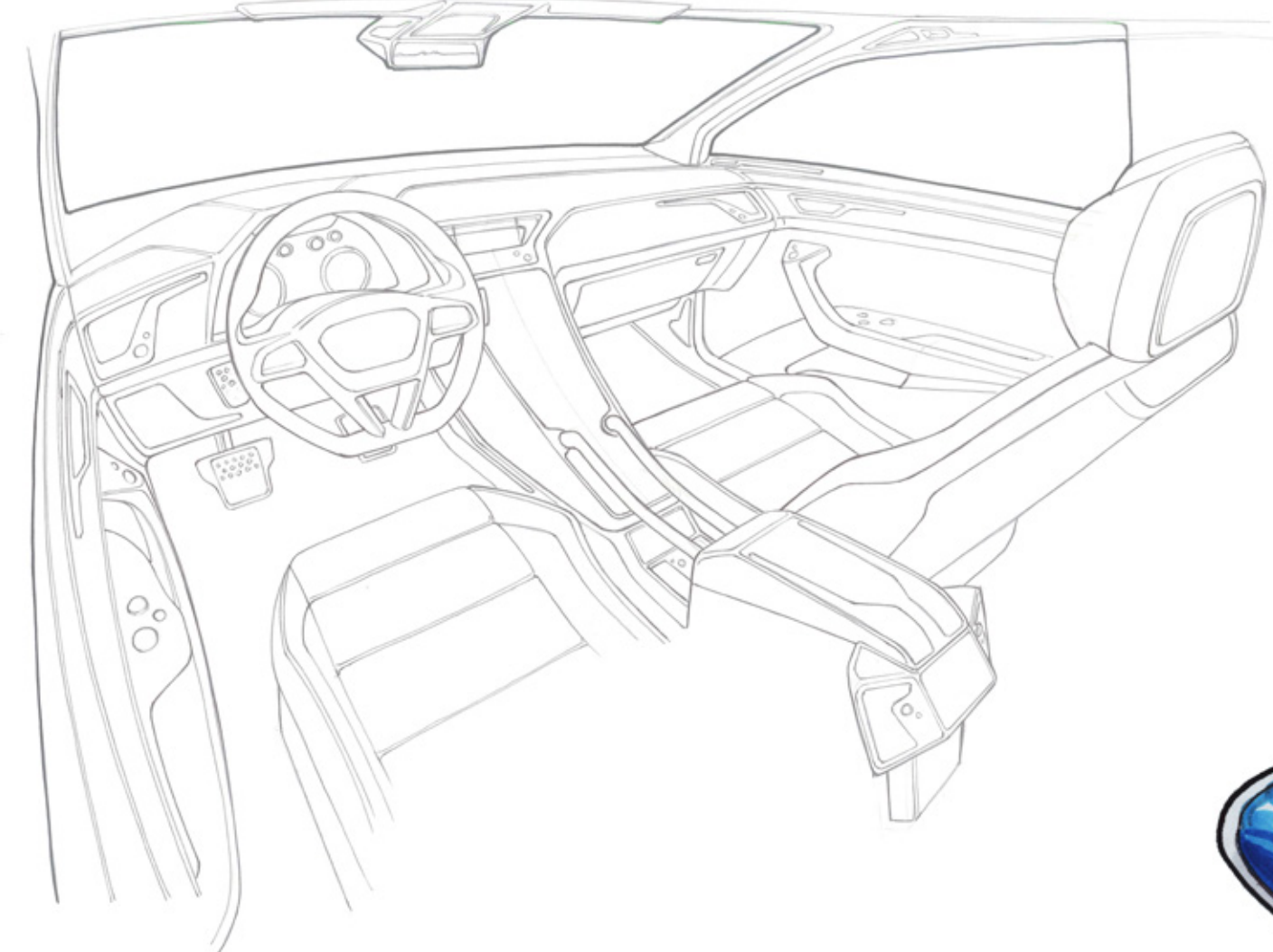
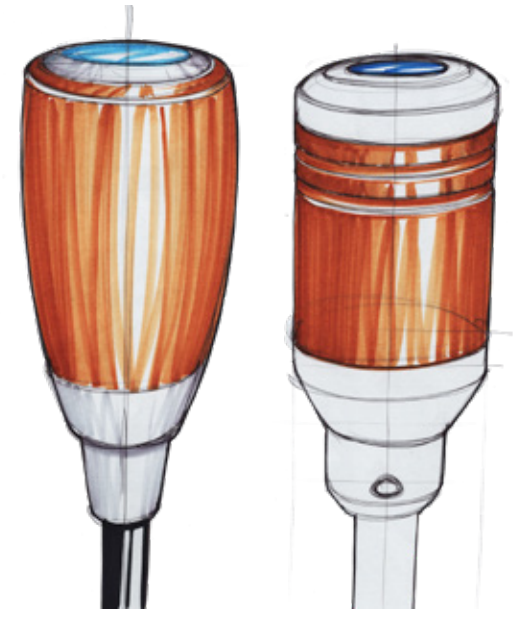
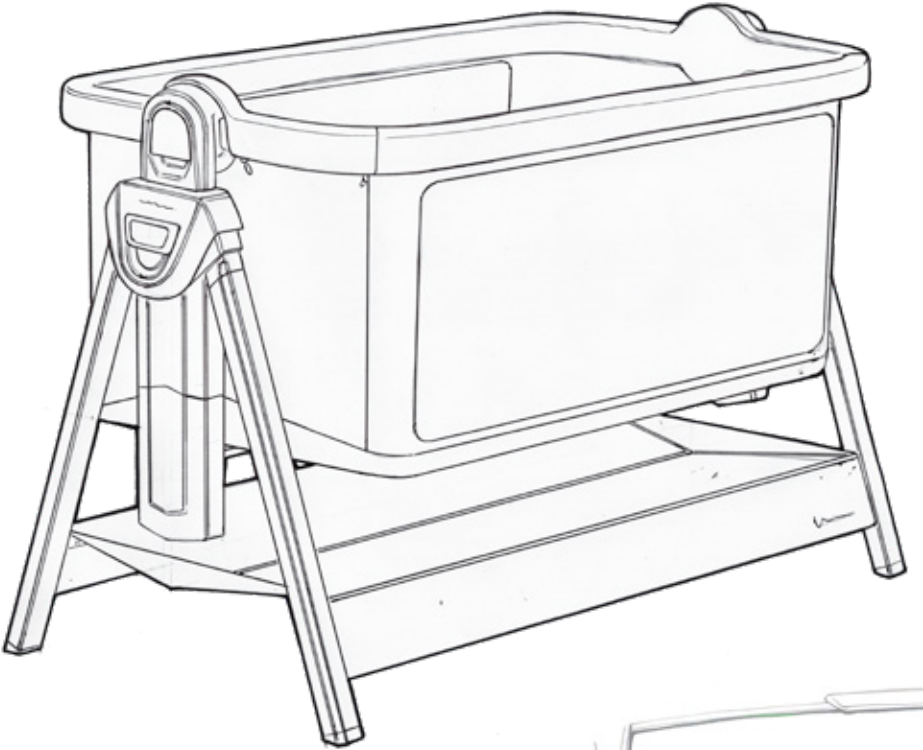
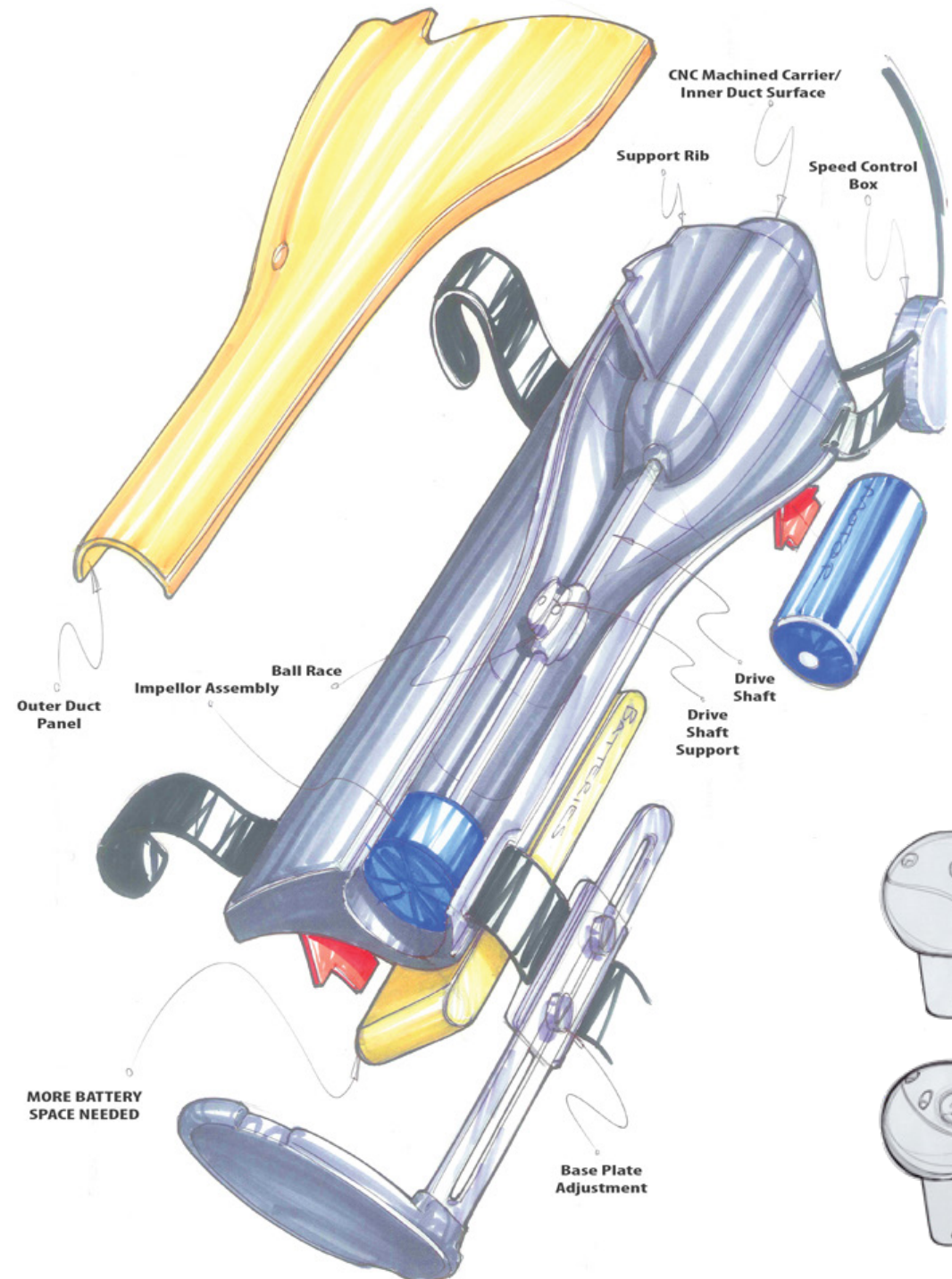
PRODUCT SKETCHING & RENDERING

Bring your idea to life through **detailed concept sketches** and **photorealistic 3D image modelling & rendering**, demonstrating **design intent**, **market appeal** and **manufacturability**.

PRODUCT SKETCHING & RENDERING



PRODUCT SKETCHING & RENDERING





SENSARAPOO

- SEAT - CLEAN, TIDY, SAFE, COMFORTABLE, HIGH-END
- PLASTIC EXTERIOR - LOW FABRIC
- SIDE - HEIGHT ADJUST
- ISOPYK
- RECLINE
- USP - UNIQUE POINT
- IMPACT SHIELD + HANDLES
- USP'S - METAL TUBE SUPPORT - HYDRO-FORMED
- AIR HOLES - MESH
- RECLINE ON 100 CM
- TOP TETHER - SAFETY LED
- NINE OUT WASH
- SPRAYERS - PUSHING STRAIGHT
- BACK RAIL
- FOLDING ARMREST
- PATTY SEAT
- SEVERAL FIXING IMPROVED

PRODUCT ROADMAP STRATEGY & PLANNING

Plan your route to **success** through a **strategic and efficient plan** to achieve **your product vision**, from resource and budget planning to timelines and **risk mitigation**.

STAR WARS CONTROLLER

Propel
2016





CREATIVE DIRECTION & LEADERSHIP

An extensive and complex project, the Star Wars Drones were developed by a creative team built from scratch under the leadership of IONN's Ian Hadlow, forming a multinational, multi-disciplinary team of experienced experts.



**STAR
WARS**

PROPEL

Client: Propel

Service: Industrial design, creative direction, UX/UI design



PROJECT MANAGEMENT

While you focus on the bigger picture, we can handle the **day-to-day management** of the project for you, keeping **everything on-task, on-time and done right.**



TUO CHAIR

Koodi / CNP
2015



INNOVATING EVERYDAY OBJECTS

The convertible high chair reimaged an ordinary piece of furniture, often considered an eyesore and tucked away from view, into a stylish, modern feature.

koo·di

Client: Koodi

Service: Industrial design

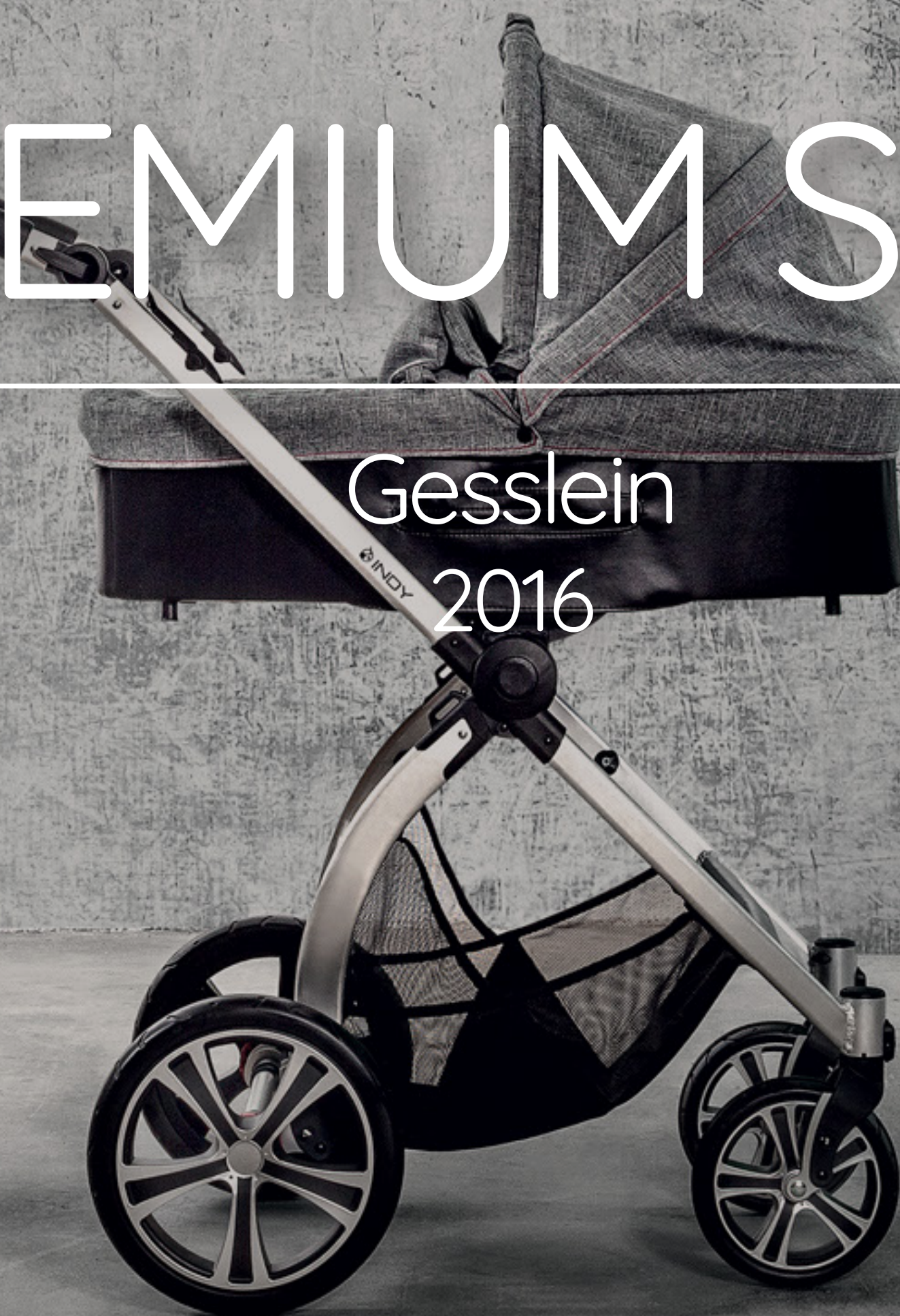


PROTOTYPING & MODEL MAKING

Get a **tangible prototype** of your product to view and interact with, in a **real-world setting**.

INDY PREMIUM STROLLER

Gesslein
2016



DESIGNED FOR MOVEMENT

The product is all about options, designed to empower parents through choice and flexibility. It is a prime example how through intelligent, forward-thinking design, a product can be given a far longer lifetime, adding huge value to the consumer.



GERMAN
DESIGN
AWARD
WINNER
2018



Client: Gesslein
Service: Industrial design



MANUFACTURING & TOOLING / SUPPLIER SOURCING

Tapping into **our network in China**, we will help you source the **best suppliers** and oversee your **product manufacture** to **ensure efficiency** and **quality control**.



PRODUCT TESTING & REVIEWS

A crucial stage of product development, ensure your product has been **thoroughly, appropriately tested** and **reviewed** so it's **certified ready** for market.

VAPE PRODUCTS

Brnr Lab
2020



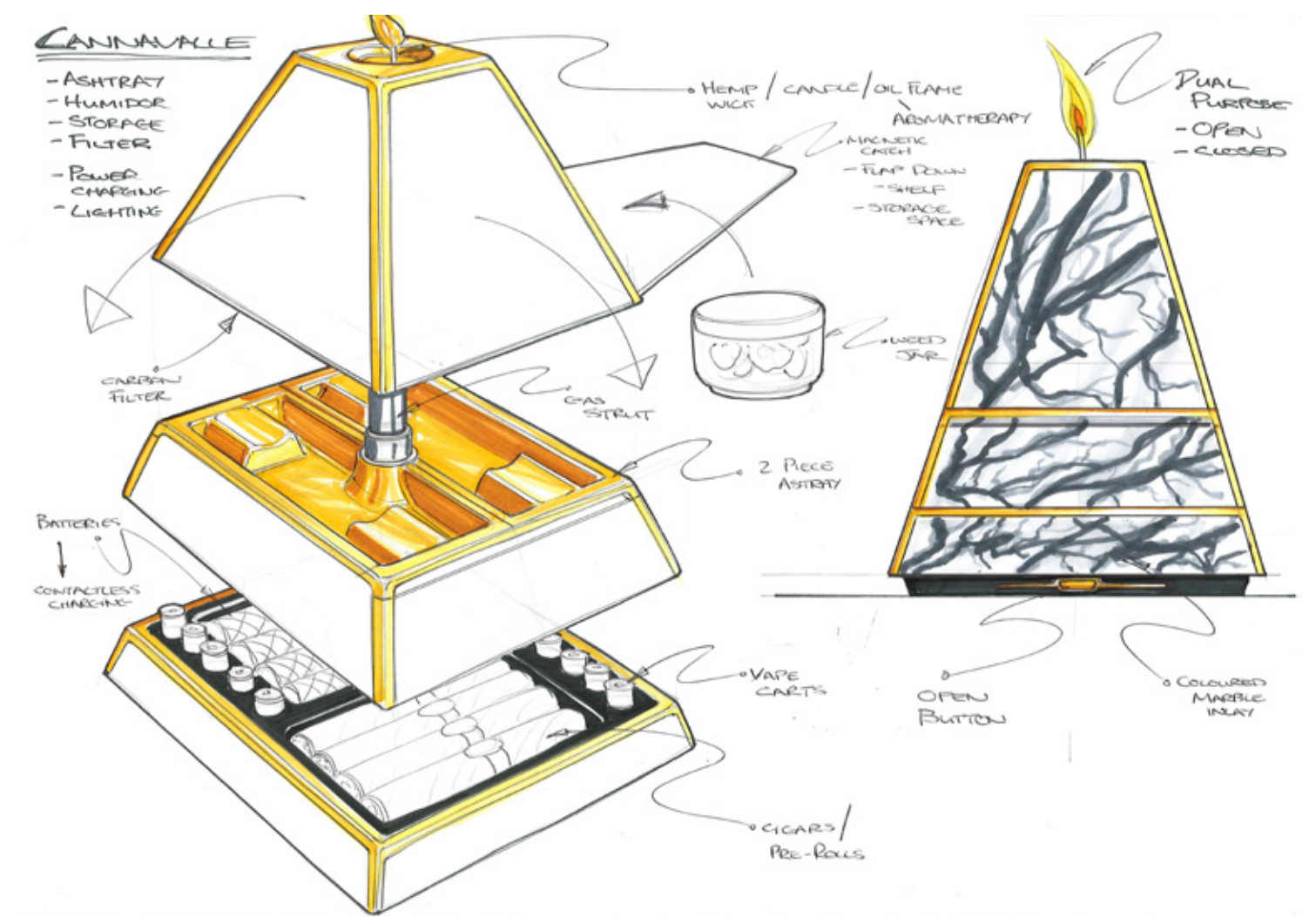
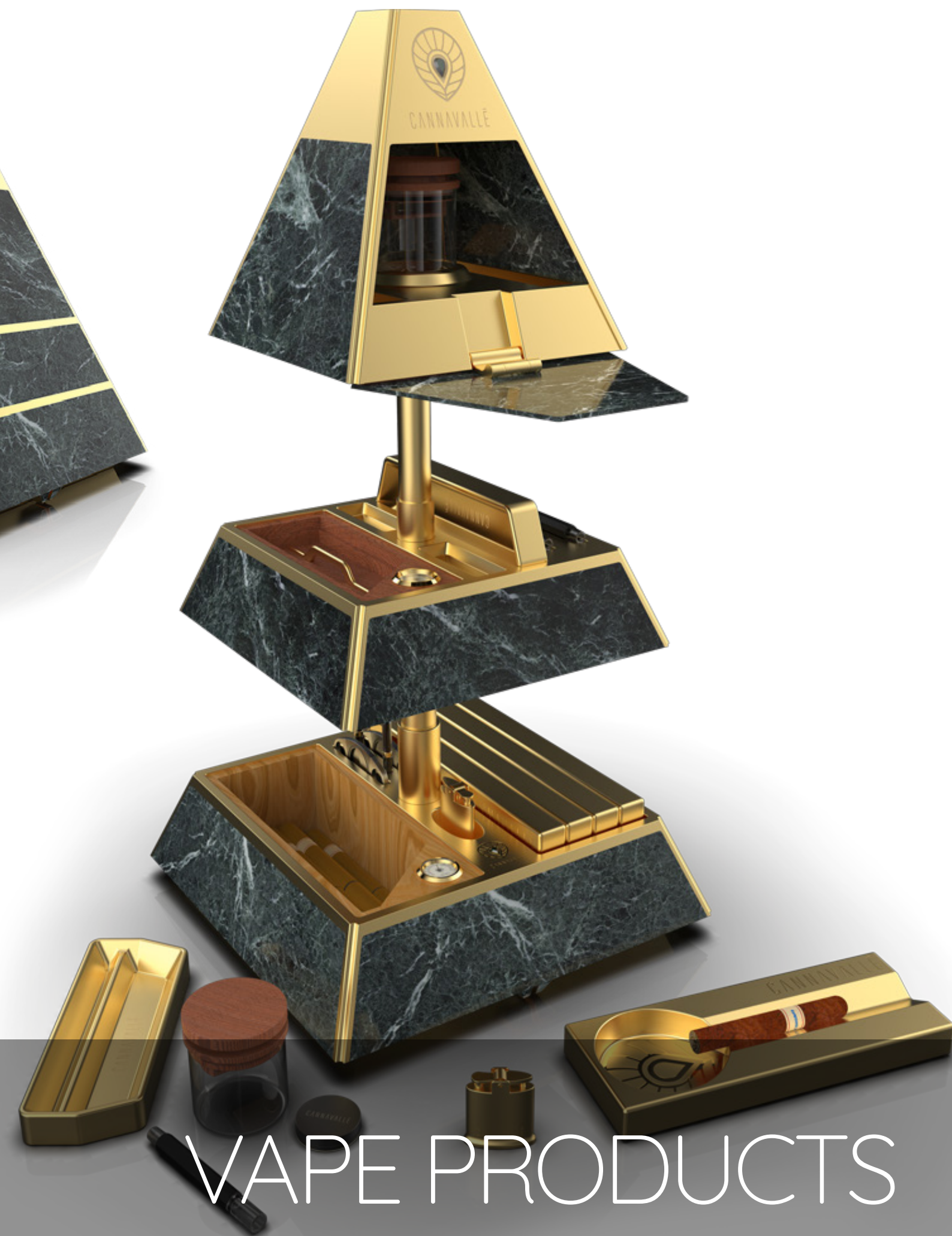
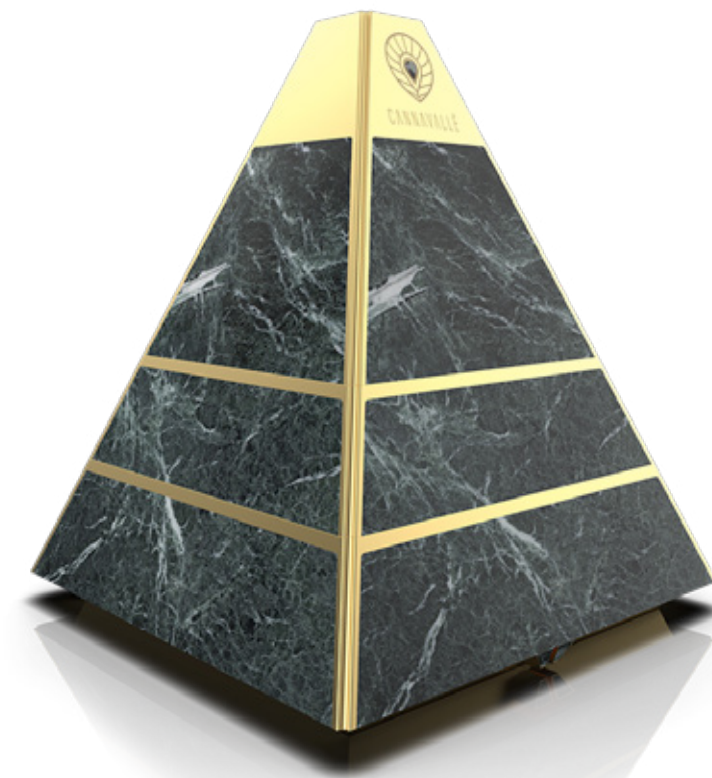
UNIQUE PRODUCT DESIGN

A unique and challenging project, we were onboarded by a start-up to design a range of cannabis vape products for what is a relatively new market in the US and Canada.



Client: Bnr Lab

Service: Industrial design, creative direction, product development



VAPE PRODUCTS

Brrr Lab / Cannavallé
2020





VAPE PRODUCTS

Bmr Lab / Bugatti
2020



PATENT & COPYRIGHT REGISTRATION

We can support you with **patent, copyright**
and **design registration** to protect your
intellectual property, including **technical**
illustrations for patents.



APRAMO

“We have been consistently impressed by both their design skills and their professionalism and commitment to our project.”

Jonny Wong, CEO.

APRAMO®

ORBY LTD & AQUABABESNI LTD

“From here i understood the professionalism and attention to detail taken by this company.”

Lee-Anne Daily, CEO and founder.

orby®

NOBEL STAR

“The team created solutions that matched our style and brand while brightening it with fresh ideas”.

Michael Fang, CEO.

NOBEL STAR

OTHER PROJECTS

Successful products through innovative industrial design



WOODEN COT

Purflo
2016

purflo
WOODEN COT





FLEXI BATH® STAND

Stokke
2018



 **STOKKE®**



ACQUABABES FLOAT SUIT

Orby
2016





LAMBO SCOOTER

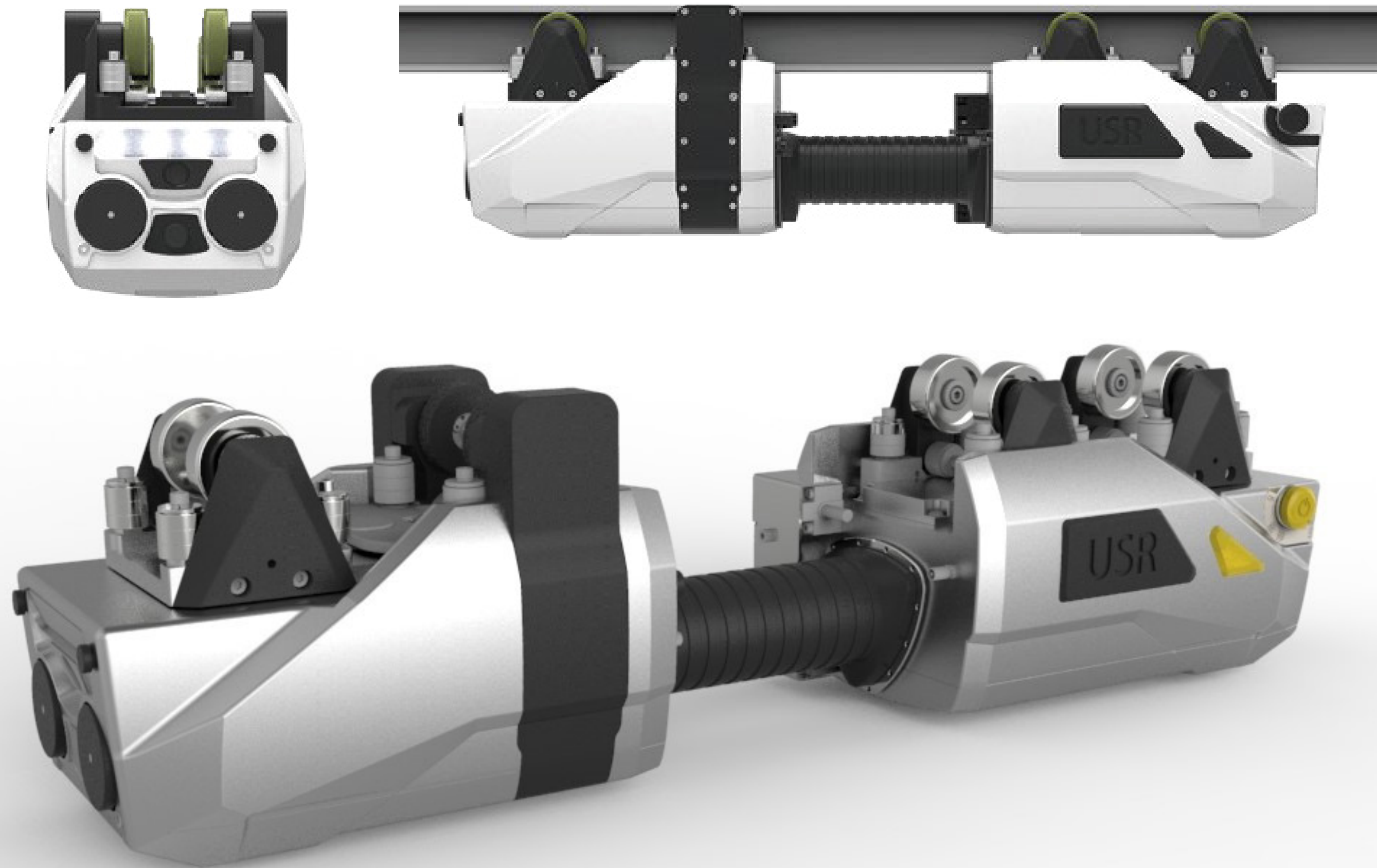
Synergy
2020



Lamborghini

Synergy 

ION
CREATIVE



UNIVERSAL SERVICE ROBOT

Shlorder
2017



VERSATILE WORK

From small to big, we just want to fulfill your needs



OUR CLIENTS

Understanding individuals and companies work in different ways

BOSCH

G GESSLEIN

AVD

Transtek

EKKEN
SPIRIT OF JAPAN

施罗德
SHLORDER

shnuggle

STOKKE

purflo

sparco
CORSA

CNP BRANDS
CHILDCARE NURSERY PRODUCTS

GRACO

SunnyLove

PROPEL

CT
AUTOMOTIVE

CARPA DESIGN

koo·di

ROOFTOP
BRANDS

Disney

NOBEL STAR

SKIP*HOP

IAQUA



CANNAVALLÉ

brn LAB

WEISTEK

Synergy

BUGATTI

MARVEL



bede

orby

wmm
we made me

PUREST
浦力适

TO HELP YOU DECIDE IF IONN IS **THE RIGHT FIT FOR YOUR PROJECT**,
WE OFFER A **FREE CONSULTATION, COMMERCIAL VIABILITY REVIEW**
AND **PROJECT PROPOSAL** WITH ZERO COMMITMENT.



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