



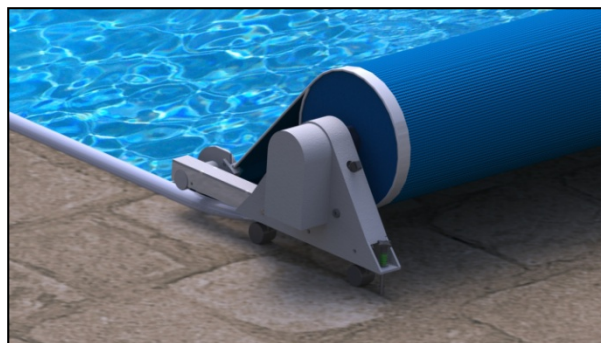
## PROJECT PROFILE

### AUTO POOL REEL

#### CLIENT CHALLENGE

A specialized manufacturer of an automated retractable pool enclosure system desired an automated pool cover to complement its product line. Seeking to address issues with existing products in the market, the company conceived a system with several unique and advanced features: automated, electric operation with one button control, trackless drive system, no manually assistance requirement, and competitive pricing for mid to mass market availability. The project involved the identification, development and implementation of new patentable technologies, product development engineering expertise, as well as in depth business case analysis during all stages of the New Product Development Cycle:

- Stage gate development process
- Market research
- Concept Development
- Financial analysis/business plan development
- Patent application
- Consumer product development experience
- Electrical/Electronics PCB design
- Machine/Plastics Design
- Ergonomics/HMI Design
- Knowledge of codes/standards
- Design for manufacturing
- Knowledgeable sourcing expertise
- Proof of Principle/Prototype Testing
- Supplier selection/development
- Production



#### SOLUTIONS

Palladium was retained for our expertise in new product development, leading to successful completion of each element of the product development cycle.



#### PROJECT HIGHLIGHTS

Palladium gathered an appropriate team with the required financial/manufacturing/business acumen as needed for complete stage gate implementation and the product development process, as well as the engineering design experience required to deliver this project effectively. Palladium was selected for this project for:

- Complex product development experience
- Financial analysis/business plan experience
- Mechanical/Electrical design expertise
- 3D CAD/FEA skills
- Knowledgeable COTS sourcing and experience dealing with OEM manufacturer



The Auto Pool Reel® is now commercially available.

[www.autopoolreel.com](http://www.autopoolreel.com)