



## PROJECT PROFILE

### FISHING REEL

#### CLIENT CHALLENGE

Our client required New Product Development expertise in all stages of the New Product Development Cycle to fully develop the concept, then bring the product to manufacturing and commercialization. Palladium provided:

- Concept Engineering design
- Prototype CAD modeling
- FEA analysis and hand calculations
- Proof of Principle (POP) models

#### SCOPE OF WORK

Palladium was retained for our expertise in New Product Development field. The following tasks were required for the project:

- Expertise to keep the concepts aimed at producing an economically manufactured end product
- Early consideration of manufacturing costs and DFMA
- CAD design - Solidworks
- Prototype design
- FEA analysis and hand calculations

#### PROJECT DELIVERABLES

Palladium staff delivered the following results:

- CAD design models and drawings
- Supporting calculations and reports

Palladium's work enabled the client to:

- Move to a manufacturable product.
- Provide a well documented path for future design and prototype development with subsequent concept/ideas for commercialization.

