

# GX



PRODUCT DESIGN



VALUE ENGINEERING

## PRODUCT DESIGN PROCESS

## OUR EXPERTISE



ELECTRONICS



MICROFLUIDICS



CONTROL PANELS



INDUSTRIAL DESIGN



OPTRONICS



PROJECT  
MANAGEMENT



MECHANICAL  
ENGINEERING



REGULATORY  
SUPPORT



ASSET MANAGEMENT



SOFTWARE DESIGN



RFID



GPS/ GPRS TRACKING



RAPID PROTOTYPING



SCADA/PLC SYSTEMS



VEHICLE TRACKING



LOW VOLUME  
MANUFACTURING



INSTALLATION



LOCATION TRACKING

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## OUR PROCESS

GX is one of the UK's leading medical and scientific technology companies, experienced in turning client ideas into commercial successes which maintain and grow market share. We specialise in electronics, industrial design, mechanical engineering, rapid prototyping, software, optronics, microfluidics, value engineering and regulatory support.

- ABOUT US
- PRODUCT DEVELOPMENT
- PROPOSAL
- CONCEPT
- DETAILED DESIGN
- PROTOTYPE & TESTING
- APPROVALS
- PRODUCTION
- LAUNCH

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## THE CLYA COMPACT LAB YEAST ANALYSER

Styled in-line with the clients existing product range as the flagship product to increase sales and designed to achieve end-user production efficiencies



## PRODUCT DEVELOPMENT

We design new products or value engineer your existing designs to improve sales and market share

“WE ARE HUGELY APPRECIATIVE OF THE SERVICE AND PROFESSIONALISM AFFORDED BY GX IN ORDER TO FIND A SOLUTION TO A VERY SPECIFIC PROBLEM IN A PARTICULARLY SHORT SPACE OF TIME.”

*Jamie Giles, Project Leader,  
Marketing Drive London, on the Budweiser Project*



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PRODUCT DESIGN

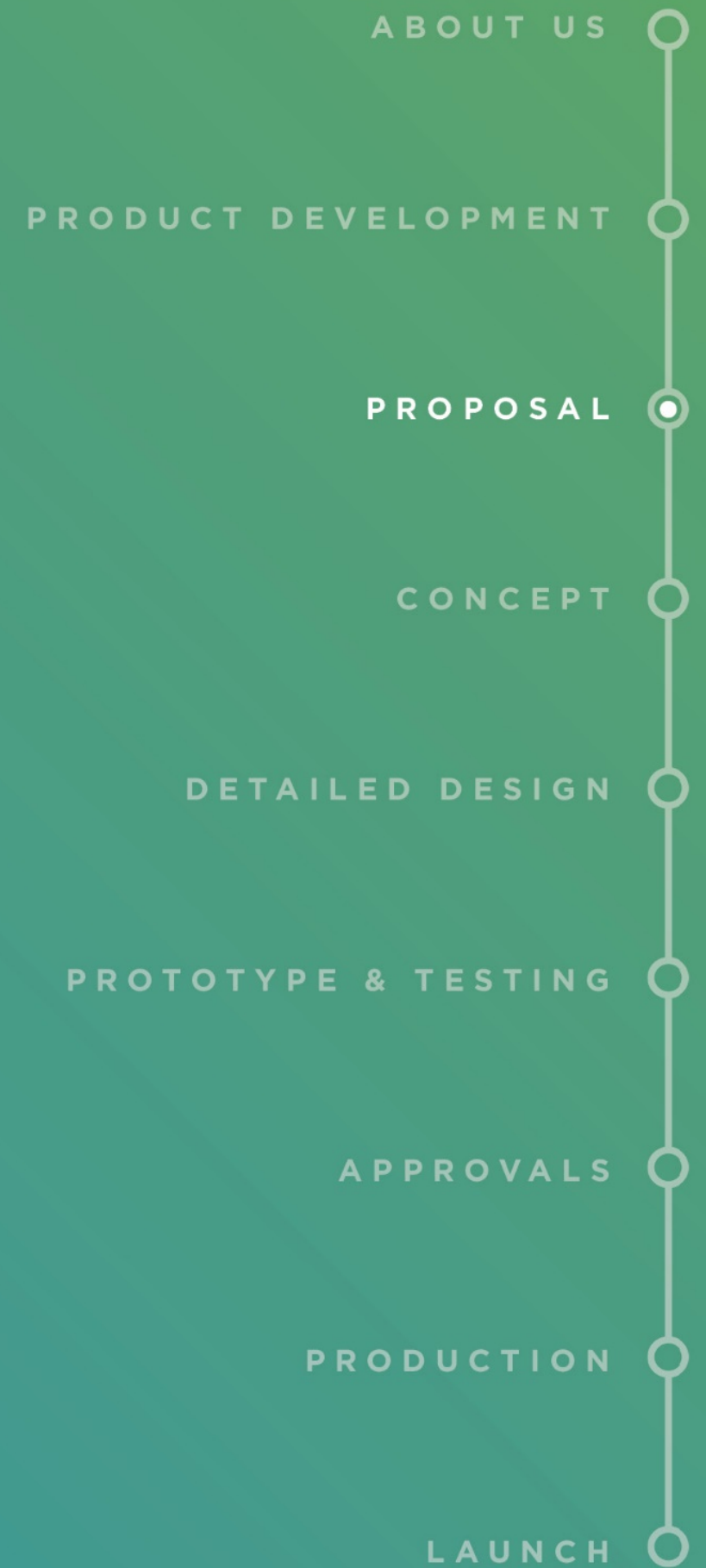


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## PROPOSAL & FEASIBILITY

We establish your product and commercial needs and present a detailed proposal with full project break-down and transparent costs, identifying the technical challenges, potential for generating Intellectual Property, manufacturing options and successful routes to market.



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PRODUCT DESIGN



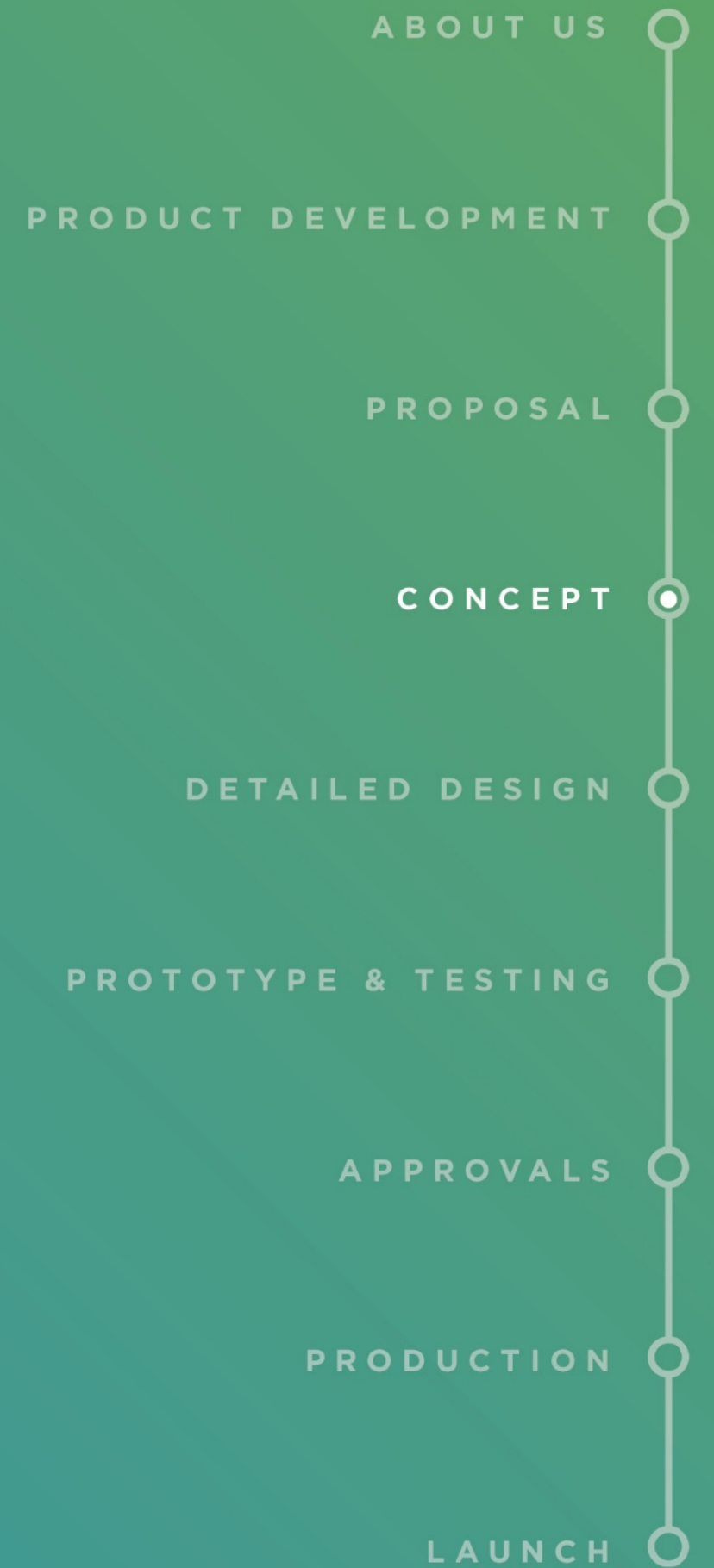
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## CONCEPT

We review the commercial context and analyse the competition for functionality, aesthetics and positioning.

Our team of designers and engineers explore the product experience, function and form with styling concepts, user interface prototypes, mechanical and ergonomic model to fulfil the product brief



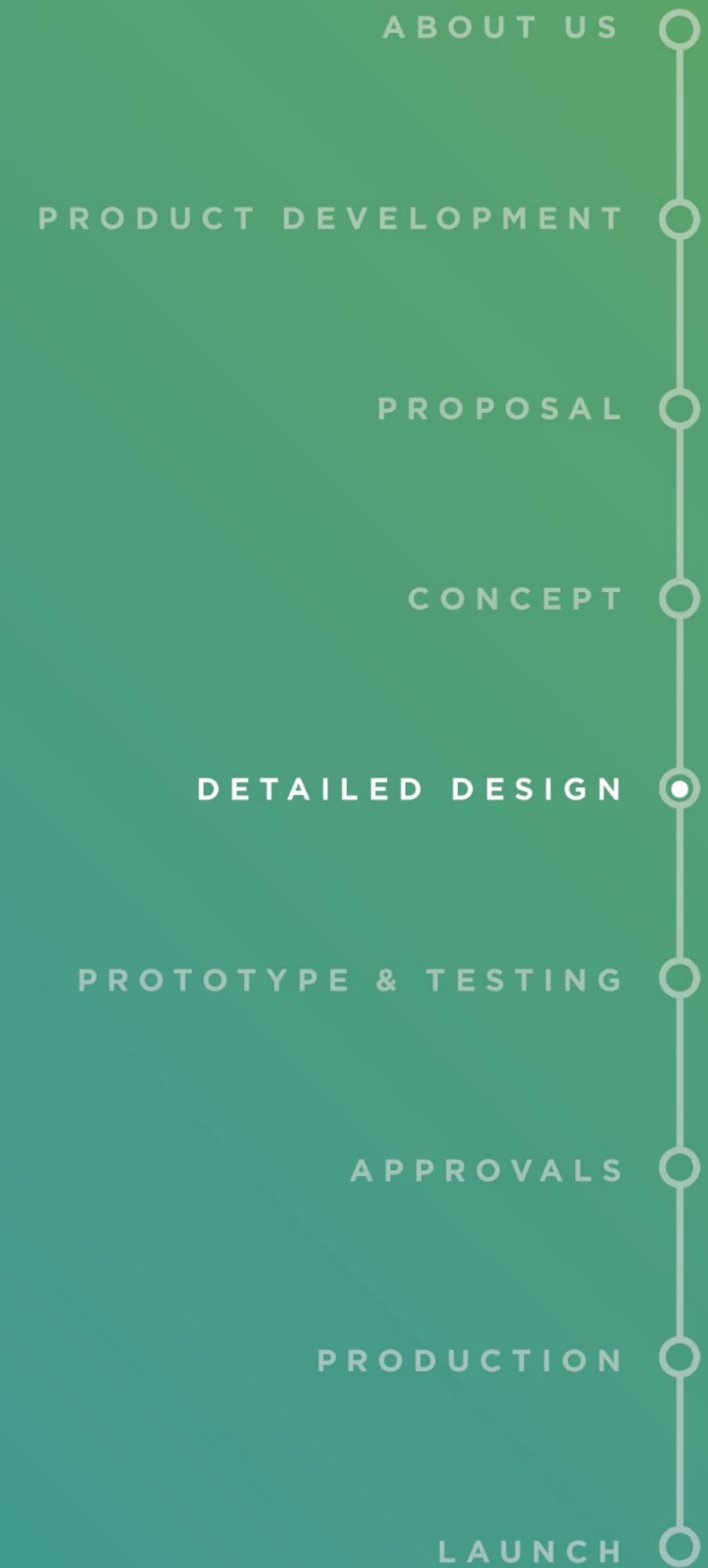
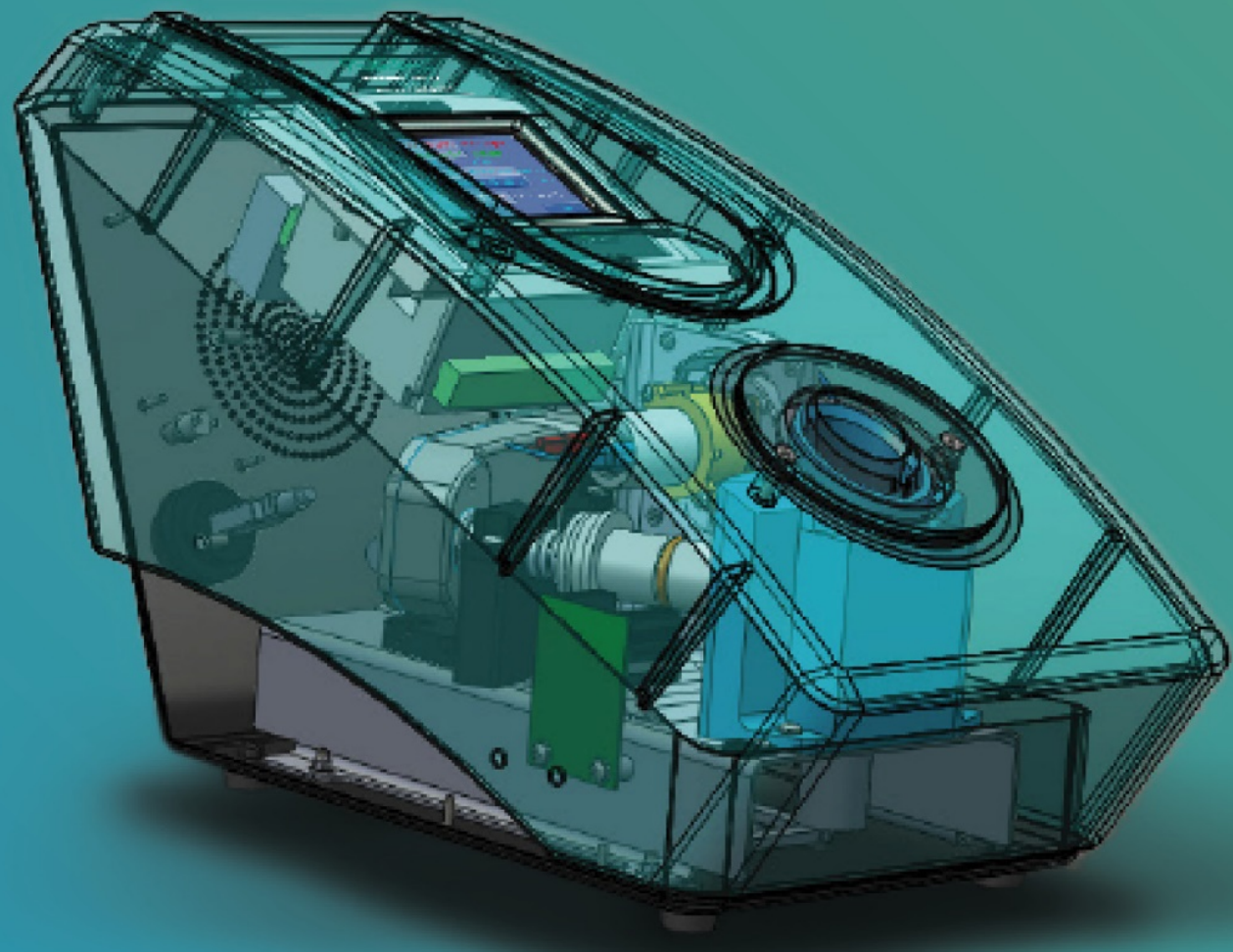
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## DETAILED DESIGN

We design for manufacture, producing 3D CAD designs and drawings. Using our extensive knowledge of manufacturing processes we identify the most viable option to produce a competitively priced product, taking into consideration the chosen material assembly times, through to the costs of compliant disposal.

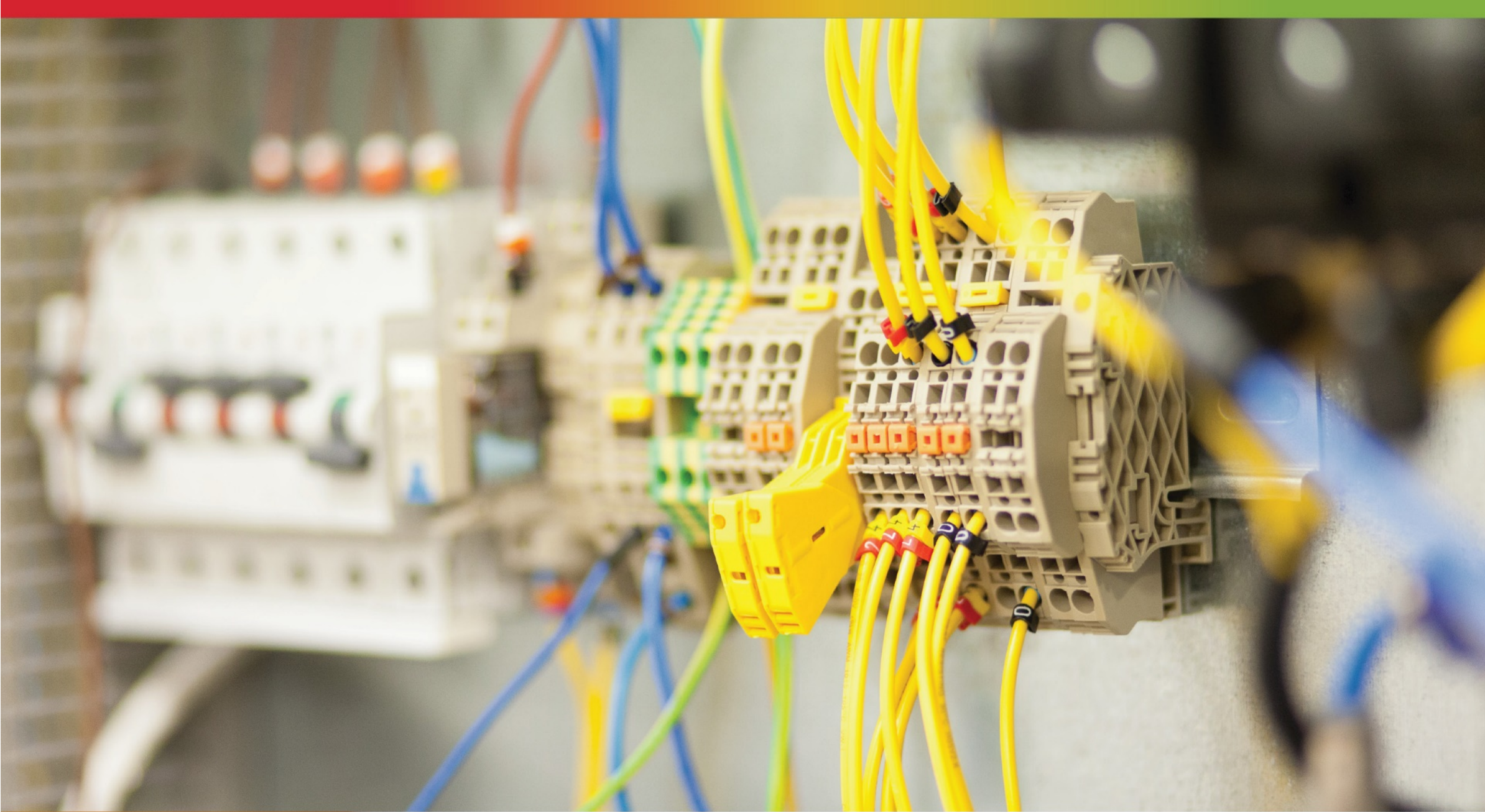
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PRODUCT DESIGN

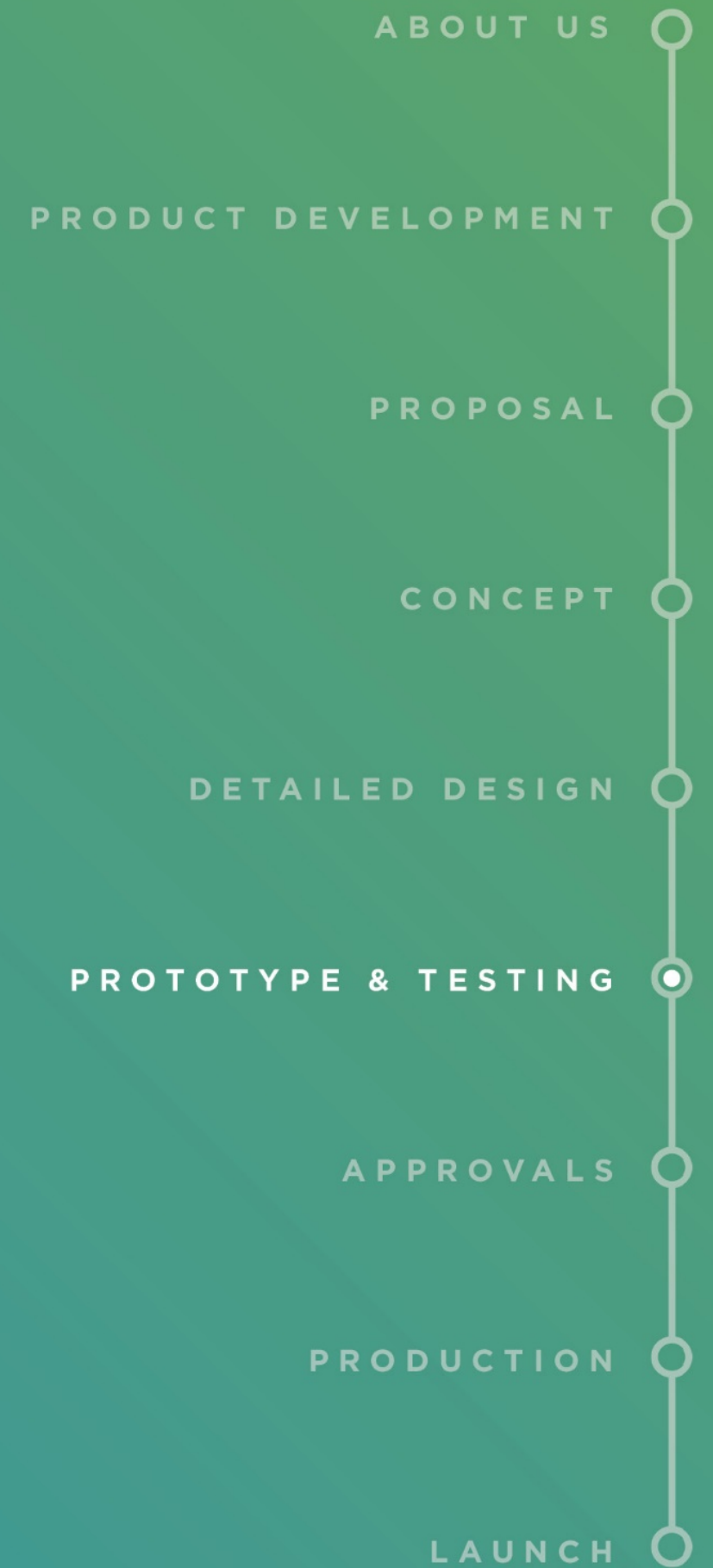


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## PROTOTYPE & TESTING

Building tangible prototypes and theoretical models enable the team to analyse design, performance and functional specifications. Quick ergonomic mock-ups and photorealistic visualisations enable us to economically test and evaluate the developed designs. Refinements are made with the user feedback informing the design prior to production



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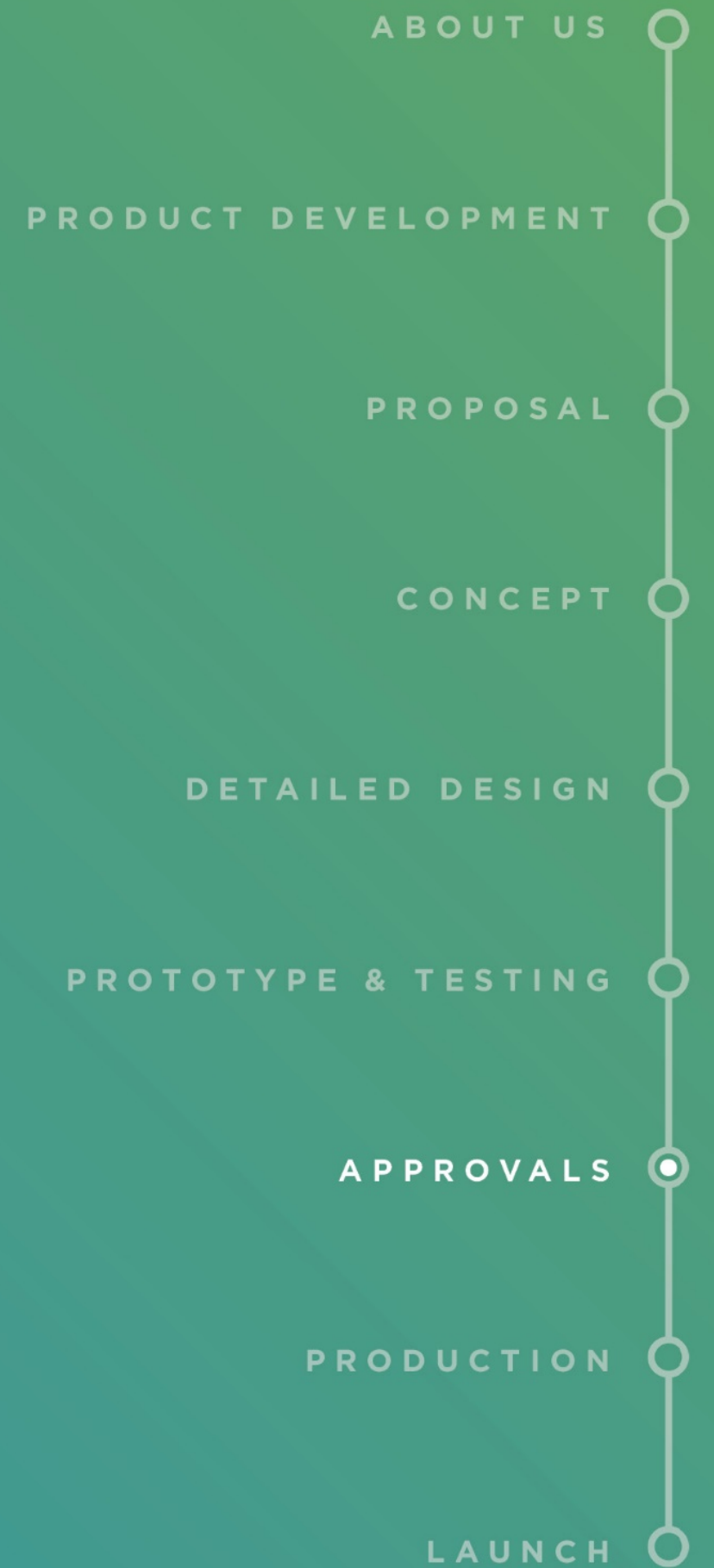
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## APPROVALS

Once we have conducted our own tests we will then subject our designs to rigorous compliance testing. We work with a number of approved test houses who carry our regulatory safety and EMC tests. These independent assessors will review the final product to ensure it complies to all the necessary product standards for your chosen market.



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## PRODUCTION

As your product moves to the final stage - production, we ensure your product meets and final compliance and regulatory approvals tests before commencing manufacturing.

We work with a network of manufacturing suppliers here in the UK and also have a team based in China, providing hands-on production and tooling management.

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# Behind every great pint there's a brilliant little yeast analyser...

We've developed a pint-sized yeast analyser to help brewers achieve improved consistency and reduced costs



Do you have a brilliant idea and need some help turning it into a commercial reality? Maybe you need some design and engineering flair to bring a product to a new market?

It's what we do. As one of the UK's leading technology and innovation companies we take a multidisciplinary and holistic approach to turn brilliant ideas into commercial realities.

We're fascinated by the challenges presented by imaginative clients and can offer a complete skill set for product development. This includes electronic hardware and software design, industrial and mechanical

Whether it's an analyser to improve consistency in beer production or any other type of scientific instrumentation or medical product, we make it possible.

Visit us on the GX Group stand to talk to a member of our team.

CLYA Compact Lab Yeast Analyser



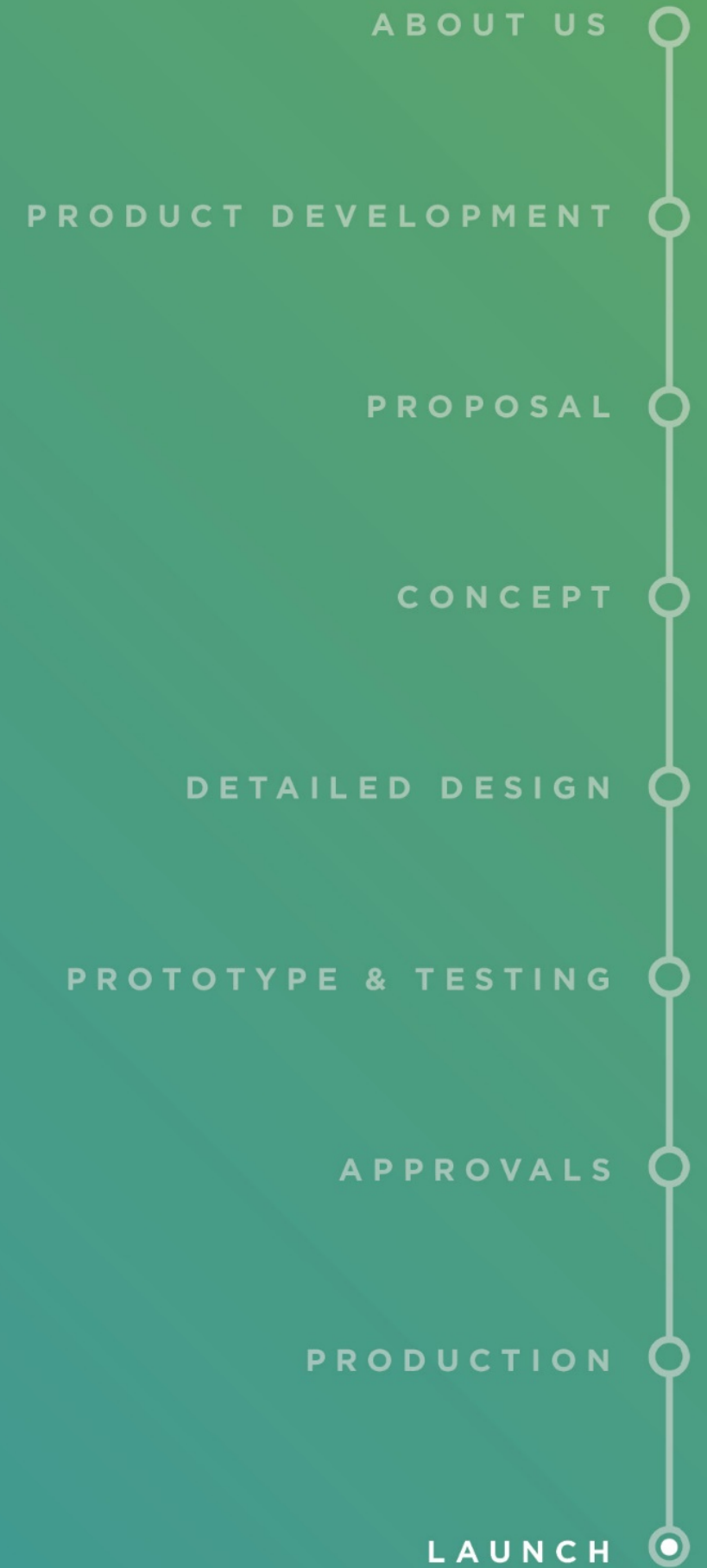
#### Our Services:

- Electronics
- Industrial Design
- Mechanical Engineering
- Software Design
- Rapid Prototyping
- Optronics
- Value Engineering

## LAUNCH

The CLYA Yeast Analyser is today recognised as the most accurate and reliable instrument on the market for measuring live cell concentration of samples offline.

It achieves significant production costs and footprint efficiencies and sales volumes are successively in line with our brief.



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# CASE STUDIES

LIFE SCIENCE

DIAGNOSTICS

EQUIPMENT

HEALTHCARE

SURGICAL



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