

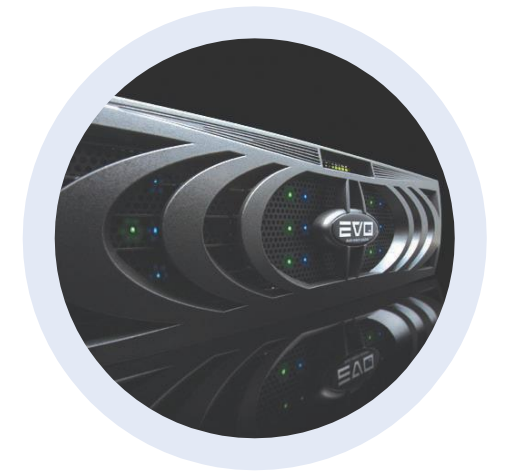
Enhancing Brand with Thermoformed Bezels

Project 13 and Studio Networks Solutions Launch Video Storage Solution That Fits Seamlessly into the Existing Brand Family

Challenge

Studio Network Solutions (SNS) was well aware of the competitive storage arena and wanted to create a bezel design that dazzles on the shelf. When the company introduced Evo™, its “latest advance in complete shared storage solutions for video workgroups,” SNS decided to focus not only on the technological capabilities of its product, but also the design of the product’s faceplate – or bezel – which will be visible on the rack with other components. “We decided to do a really cool, custom faceplate,” stated Amy Di Giulio, Marketing Communications Specialist at SNS. To assist with the branding of Evo™, SNS called on Richard Norris from Project 13, a creative design firm based in New York. “Richard was the visionary for the branding and design,” added Di Giulio, “and he introduced us to ThermoFab.”

In developing the design, Norris had originally selected metal as the bezel material. However, he soon realized this would be expensive and would not give him the visual presence he was looking for. “When I eliminated metal as an option, I started doing research on other materials and was led to a case study featuring ThermoFab,” stated Norris, Creative Director of Project 13.



Solution – The Right Materials, The Right Process

The company was impressed with the new design approach but also concerned about quickly turning the concept into reality. A fast-approaching trade show created even more urgency. The system would be presented to the industry, and, more important, to potential partners. At the time, the show was less than one month away.

Turgeon took the company’s concerns and designs to ThermoFab. “I knew ThermoFab would be able to do this in short order,” he stated, adding, “I had the opportunity to work with them on other occasions and didn’t hesitate to call them again.”

Results

ThermoFab was able to produce the faceplate prototypes and have the bezel ready for the major industry trade shows in Amsterdam and Las Vegas. “ThermoFab was creative and quick. They made it easy for us to work with them,” added Di Giulio. With the finished product on display and demoed at the shows, SNS was able to capitalize on the buzz generated and promote its new product to a wider audience.

In today’s competitive storage market, Evo™ stands out, not only for the technology it offers, but also for how cool it looks in the rack.