Innovative Product Design and Development Solutions

The ever-increasing requirement by industry, commerce, retail and domestic markets for new products of all varieties has resulted in a thriving industry for businesses in the area of product design. In response, the Dublin Institute of Technology (DIT) Product Design and Development Centre focuses on working with industry on product development throughout all life cycle stages from initial product concepts to manufacturing.

The Centre for Product Design and Development, based in the DIT School of Mechanical & Design Engineering, is a dedicated product development laboratory which delivers new product and service solutions to companies in a variety of industrial sectors. It is one of the only centres in Ireland in which the creative, technical and business components are developed in parallel to the physical product.

The team’s expertise ranges from concept generation and development in early stage product development projects, to 3D design and analysis and final stage prototyping. The centre has particular strength in 3D design and analysis.

The Centre has collaborated with a number of SMEs and multinational companies to optimise their product development processes. The DIT Product Design and Development team has worked on projects in a variety of industrial sectors, ranging from medical devices to sporting goods, to communication devices. Many of these projects have attracted significant investment interest and a number have been commercialised.
Successful Projects

The Centre has developed a number of successful projects including:

Strata: A company that emerged from the DIT Product Design and Development Centre and is built upon the Strata Vision suite of products, a range of personal equipment scanning solutions for environments from cleanrooms to building sites. This company has attracted investment from Enterprise Ireland and is currently in the process of commercialising its first product.

Creator: A novel modelling toy that creates custom made fully pose-able characters. In July 2014, Creator won a Highly Commended prize at the prestigious Design Innovation in Plastics Awards, having been selected from over 150 entries from universities across the UK and Ireland.

VHF Casemate: A novel waterproof and shockproof VHF enabling smartphone casing. Following a high profile feature in the Irish Examiner, one of Ireland’s leading newspapers, the technology has been covered by many of the major sailing and marine publications worldwide.

A number of the above technologies are currently available to license from DIT Hothouse.