

woodsdesign.

1D·2D·3D

2014

Woodsdesign is a design service provider. We provide design work for business, working with clients that range from gritty start-up to established multi-nationals. We work with individual business owners, management, in-house design teams, and marketing teams.

Our job is to combine a creative design process with high level technical output.

We use an integrated professional approach for 1D, 2D, and 3D projects using a logical grouping of design and technical skills. Please get in touch if you would like a more thorough presentation of work.

SERVICES OFFERED

1D PROGRAMMING + WEB ARCHITECTURE

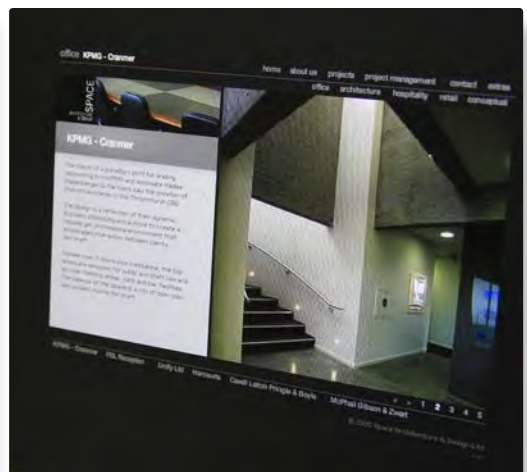
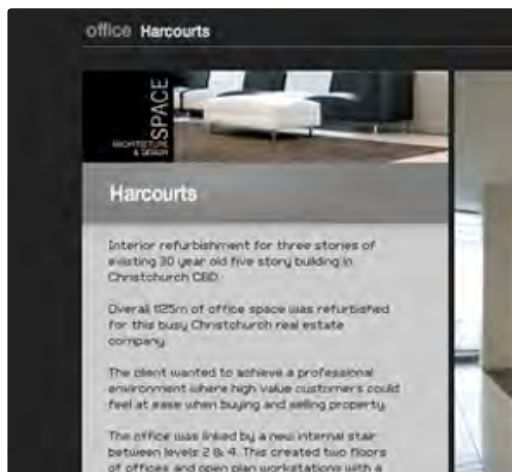
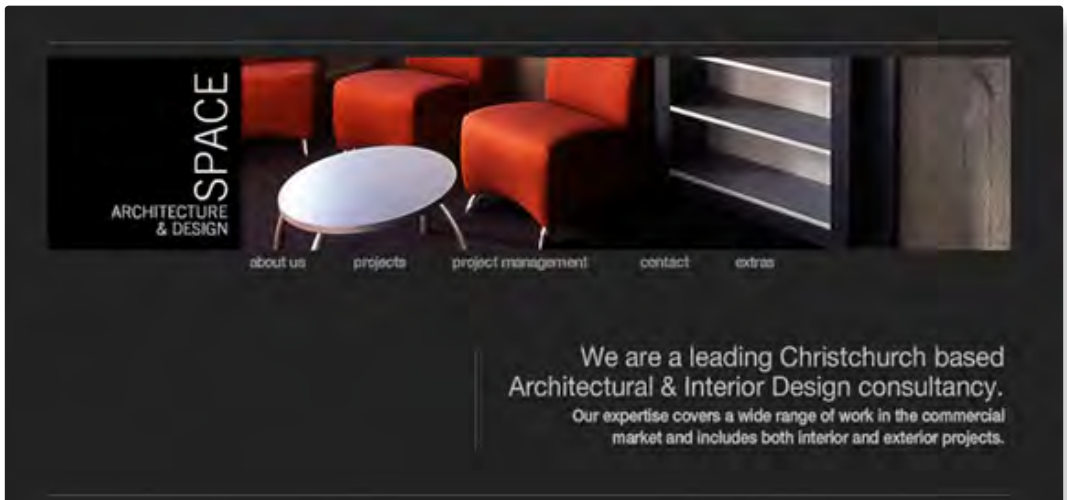
- + Our aim for programming is the production of efficient, functional code.
- + We use up to the minute programming techniques for working in web. We are proficient in PHP, C#, C, .Net, Javascript.
- + Sites completed include e-commerce and Content Management Systems (CMS) sites.
- + These range from complex, database driven sites, to simple, brochure sites.
- + We use 2D skills to drive the essential look and feel of a new website.

2D BRAND STRATEGY + COMMUNICATION

- + Branding is essentially positioning a company and its outputs within a market.
- + Branding is a visible and sometimes 3D entity that communicates the product or service quality a company provides.
- + Brand Strategy helps define how your customer will perceive the value of your offering.
The goal is to help achieve suitable sales.
- + We take a 'customer benefits' approach, seeking to communicate clearly to your customer the benefits of your product or service.
- + Communication is enhanced by original thinking and clever design work.
- + Branding strength is determined by exactly what the customer experiences once they start interacting with your product or service.
- + Customer design-experience is aided by an integration of design disciplines.

3D INDUSTRIAL DESIGN + ENGINEERING

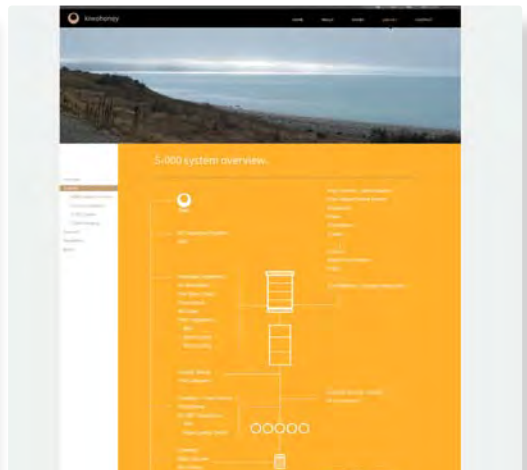
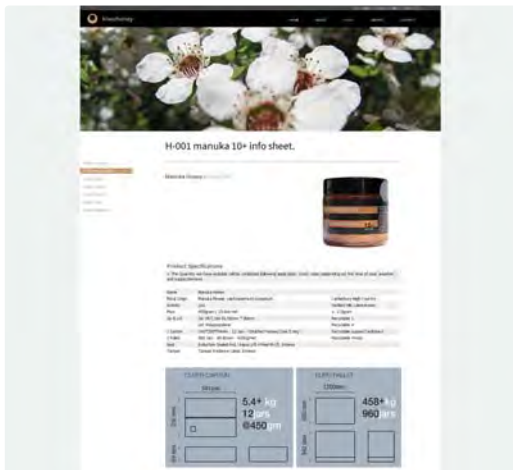
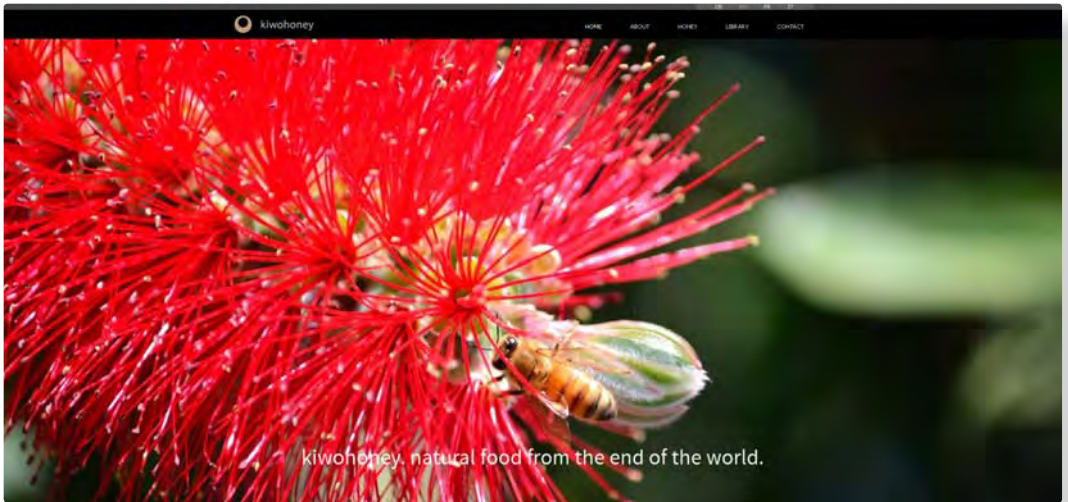
- + We have completed design work for production of products in Australia, China, Germany, Hong Kong, New Zealand, Singapore, and Switzerland.
- + Project types range through for Automotive, Capital, Consumer, Electronic, Whiteware, Sports, and Ultra-High Volume products.
- + We work currently with a mix of MNC, SME and startup companies.
- + Industrial design is very much about 'design for the customer experience'.
- + We incorporate high-level mathematical analysis for mechanical design with engineering partners in New Zealand and South Australia.



CLIENT: SPACE ARCHITECTURE & DESIGN - NOW KVA DESIGN PROJECT: WEBSITE

Space Architecture & Design (now KVA DESIGN) is a leading interior design and architecture firm. The brief called for clean, modern graphics framing their remarkable work. The glassy, smooth introduction of photography augments Space's past work while the navigation is fluid and intuitive.

1D / 2D / 3D BRANDING, WEB DESIGN , PRODUCT - CAPITAL GOODS



CLIENT: KIWO LIMITED
PROJECT: BRAND + WEBSITE + PRODUCT

For Kiwo Ltd we have completed work in all disciplines. This includes a new website in four languages, Branding, Product development and Engineering work on honey production equipment.

MAINLAND CAPITAL

HOME
INVESTMENT MANAGEMENT
ADVISORY
FINANCE
CHRISTCHURCH RECOVERY
PEOPLE
CONTACT US



Mainland Capital

Mainland Capital Limited is a Christchurch-based investment manager and advisor focusing on the New Zealand commercial property market

Mainland Capital Limited (Mainland) advises on all aspects of commercial property along with providing a full-service investment management solution for property investors.

Mainland has extensive experience in fund and asset management, property investment and development, financing, deal structuring and valuation.

Mainland's management team has been involved in transacting, structuring and financing over \$10 billion of property deals over the past 10 years, both in New Zealand and overseas.

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Advisory

Strategic
corporate

Mainland's advisory business provides a broad range of independent property. Our core offerings include the following:

Acquisition and Divestment

Transactional advice including initial evaluation of strategic value and timing, managing due diligence, evaluation of bids and

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CLIENT: MAINLAND CAPITAL
PROJECT: BRAND + WEBSITE

For Mainland Capital we worked on the design of a very simple, clean site. We used an external photographer to provide images of staff and a much needed sense of action. Architecture we photographed locally or sourced images. Programming was completed, and the finished site and Branding handed over to Mainland Capital.



CLIENT: WOOLS OF NEW ZEALAND
PROJECT: BROCHURE

For this project we took an existing brochure and refreshed it to conform with the recent rebirth of Wools of New Zealand under farmer ownership. The Wools of New Zealand Integrity Program underpins the company's ethical brand – Laneve®.

Imagery was carefully selected to reflect the genuine integrity of a sustainable agricultural system.



CLIENT: THE MUD HOUSE WINERY & CAFÉ
PROJECT: BRAND DEVELOPMENT

The Mud House Winery & Café wanted to distinguish itself from its parent company, The Mud House Wine Group. As well as refining its logo, a tourist brochure was produced — textured, to create a handcrafted feel — echoing its memorable location and architecture. The resulting brand is a sophisticated offshoot of the Mud House Wine Group, forging its own unique identity.



CLIENT: SPACE ARCHITECTURE & DESIGN - NOW KVA DESIGN
PROJECT: BROCHURE CALENDAR

Space Architecture & Design, (now KVA Design) needed a new brochure for mailing to clients. We produced a twelve-month calendar on a double sided poster. Warren Burton, Managing Director, is shown here reviewing concepts in the meeting room. He reported an immediate impact due to the design of this advertising material.



CLIENT: ALUTECH
PROJECT: BROCHURE

This sleek brochure showcases Alutech's sophisticated glass and aluminium installations, each an integral fixture of prominent buildings around New Zealand. The layout is concise and bold, inviting the customer to view previous projects intimately on the page.

3D PRODUCT - CAPITAL / WHITE GOODS



CLIENT: SKOPE INDUSTRIES LTD.
PROJECT: COOLER

This was our second major project for Skope Industries and involved design for a new commercial cooler. It has been manufactured and sold into both New Zealand and Australian markets and is used extensively by CocaCola. Design emphasis was placed on retaining form factors developed for an earlier curved door cooler, simple, elegant design, and much improved human factors ie soft form handles and exterior. It has been particularly successful, being sold into in most petrol stations in this country.



CLIENT: THE GREAT DIVIDERS CO
PROJECT: ELECTRONIC DIVIDERS



The Electronic Dividers was a project where we worked closely with a local electronics design firm. The product utilized injection moulded parts and high pressure die-castings. The castings were used to add weight and increase perceived value.



CLIENT: EATON

PROJECT: EATON RECTIFIER

We provided concept design work for this project to design new rectifier casings for Eaton. Design work was sent to Europe for market evaluation. Concepts were drawn from several design houses. Our designwork was preferred by 80% of respondents in Europe.



CLIENT: NAVMAN
PROJECT: R300 SPORT TOOL



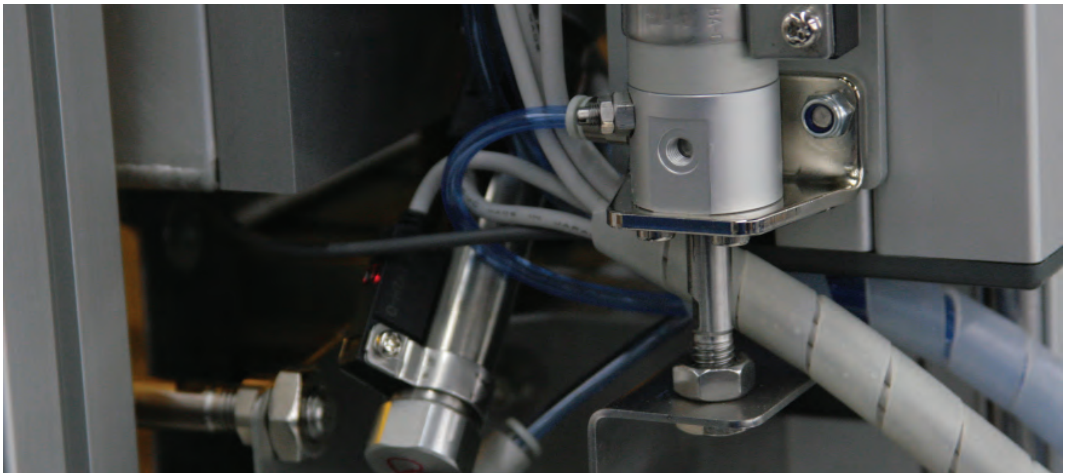
This project involved the design of a small personal GPS unit for Navman. During this project we worked with Navman marketing partners in Europe to select the concept from options we provided. This product was marketed throughout Europe in the sports accessory market.



CLIENT: EXELITE INDUSTRIES
PROJECT: BACKPACK COVER



This product for Exelite involved design work for a safety strap that attaches to a cyclist's backpack. It received a Best Design Award.



CLIENT: DYNAMIC CONTROLS
PROJECT: TEST MACHINE

This was a project that involved the design of a machine for testing the electronics of a joystick for wheelchairs. It required highly accurate machining of parts to allow accurate test pin placement. Outcome was that the machine proved to be totally reliable and accurate.



CLIENT: SYFT TECHNOLOGIES
PROJECT: VOICE 100 SPECTROMETER



This project for Syft required design and manufacture of all exterior mechanical components for the Syft Voice 100. This machine is a \$250k device used in hospitals and commercial applications for detecting VOC's (Volatile Organic Compounds) in parts per billion.

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