



Consumer Products: Think Small, Think Smart, Think Big

Nearly 95%¹ of new consumer products launched each year fail. In light of these statistics, do you have the right innovation and execution strategy to succeed?

Our Capabilities

Boston Engineering combines ideation with the product engineering and manufacturability expertise to create successful products in today's highly competitive market.

We specialize in designing products with a small footprint and high performance – such as smart devices with Internet of Things (IoT) capabilities. And we have been delivering these types of product innovations for two decades.

Full Product Development Expertise

Boston Engineering has the integrated team to lead the entire development process – from product ideation to supply chain development. And we can jumpstart a project in any development phase.

Integrated Systems Engineering

Boston Engineering's innovation methodology incorporates industrial design, engineering, and manufacturability throughout the product development process.

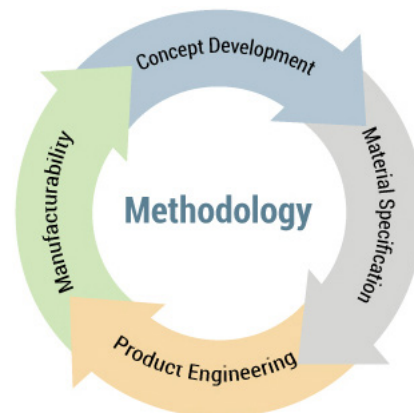
We ensure that products have the human factor requirements, features, reliability, and production cost criteria required to succeed. This includes designing products for optimal assembly and manufacturability (from 100,000 units to more than 100 million units annually).

The Boston Engineering Advantage

Our approach and benefits include:

- **Collaborate for Peak Results:** We foster teamwork across Boston Engineering, your entire team, and supply chain partners.
- **Accelerate New Product Development:** We bridge the gap between ideation and engineering – and get products to market rapidly.
- **Mitigate Risk:** Our extensive research and feasibility analysis early in the innovation process eliminates problems later that cause expensive manufacturing changes and delays.
- **Cut Costs:** We reduce production expenses for new and existing products that require lowered costs for a competitive edge.
- **Design for Manufacturability:** Our supply chain development capabilities include motivating suppliers to take on new challenges, creating custom assembly stations, and solving yield loss during production.

Our Integrated Innovation Process



¹"Clay Christensen's Milkshake Marketing." *Harvard Business Review*, Feb. 2011

Innovation Expertise

We combine a holistic approach to product innovation with ISO-certified program management throughout each development phase:



Concept Development:

- Industrial design
 - » Ideation/concept development
 - » Packaging design
- Human factors/ergonomics
 - » Research/marketing specification
 - » User/market insights



Material Specification:

- Application (e.g., food grade, manufacturability, and packaging)
- Cost
- Sustainability



Product Engineering:

- Electromechanical
- Smart devices
- Robotics
- Engineering design and collaboration tools:
 - » 3D modeling
 - » Prototyping
- Test and verification



Manufacturability:

- Assembly
- Manufacturing (low and high volume)
- Supplier development



Classic Brand Reboots with Tech Product

A Fortune 500 consumer products company needed to revitalize one of its mainstay brands with new technology features. Boston Engineering led the project through industrial design, system-level engineering, and manufacturing & assembly.

Within nine months, Boston Engineering moved rapidly from initial concept to create a production-ready commercial product. We also developed unique technology to align the product assembly process with a high-speed automation system.

The large-scale production capabilities also enable the consumer brand to sell the product at an attractive price.

Backed by a successful launch, the company is now scaling to produce and sell more than 150 million units annually. And Boston Engineering is developing the company's next-generation product.

About Boston Engineering

We deliver innovative product design and engineering consulting solutions from ideation to supply chain development. And we are certified for ISO 9001 and ISO 13485. Our industry expertise includes consumer products, defense & security, medical devices, robotics, and industrial & commercial products.



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