

Make your
ideas real.
Scale your designs
for production.



About us

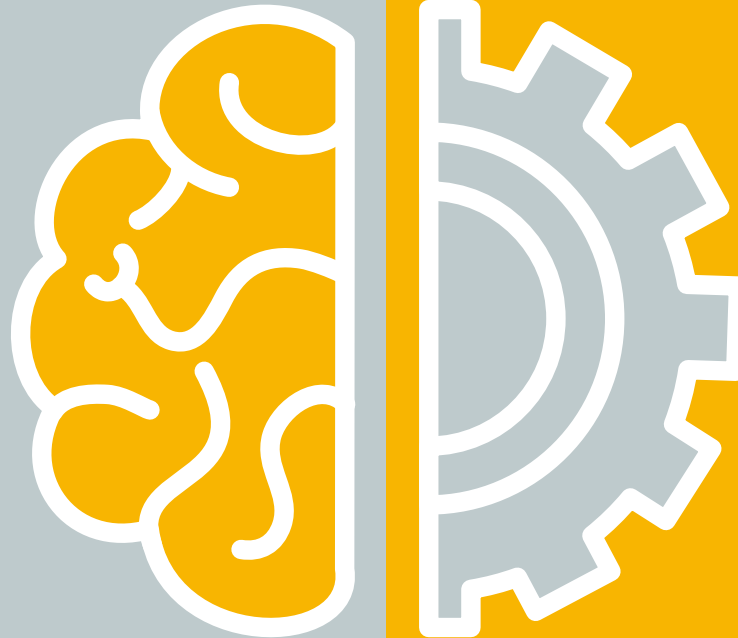
**We are an industrial
design and
innovation company,**

skilled at getting **new**
products and ideas into production.

We combine

Knowledge

of an **evolving market**
and the challenges of
dynamic product spaces.



Experience

since 2001, we have been
transforming ideas into
attractive products.

We believe that
a good design
pleases,

but an excellent one,
improves life
experiences.

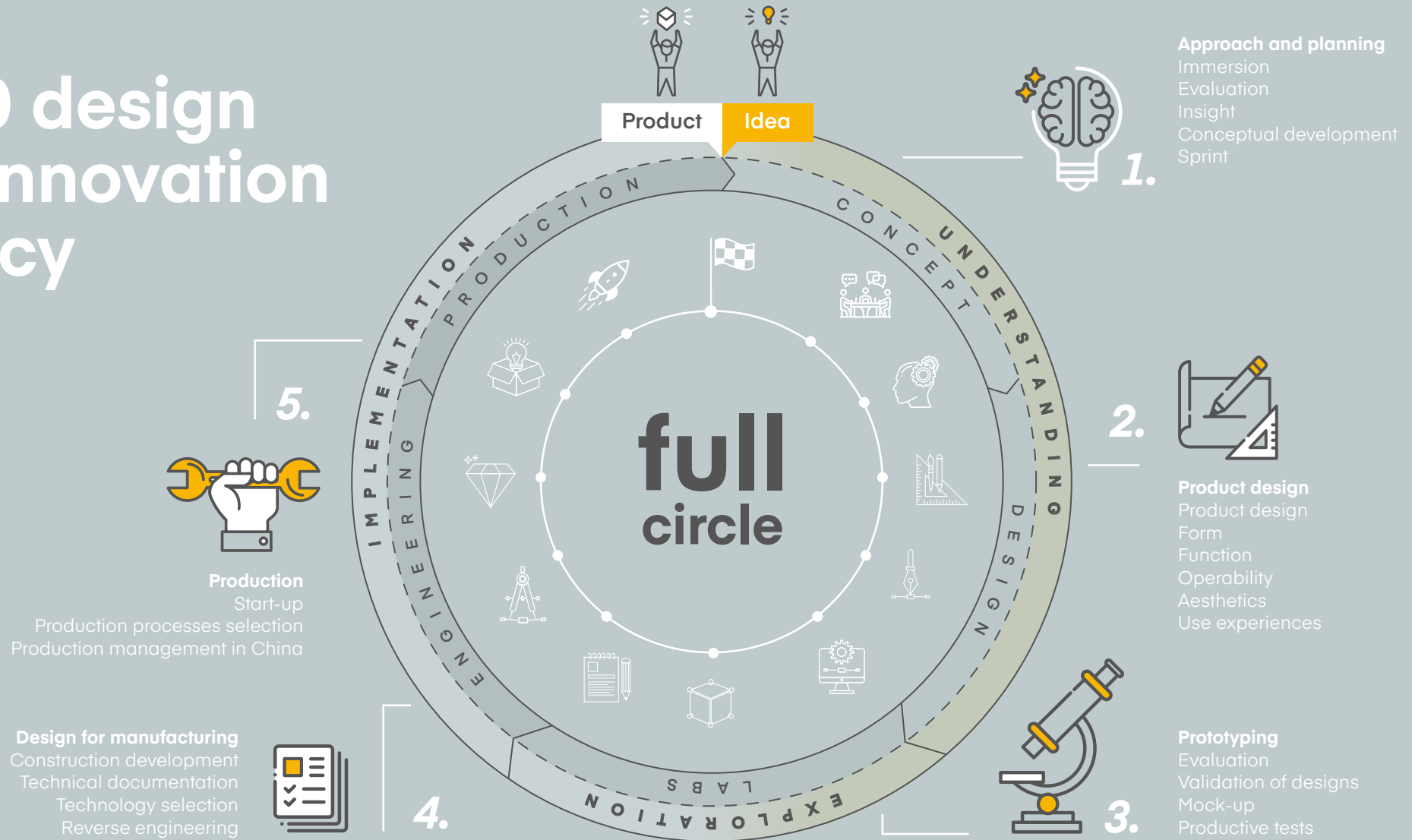
We believe industrial design is a
powerful strategic tool to create and
improve your products connecting them
with your customers' user experience.

“We create and develop products that consider all elements that influence product development, from big picture concepts to imagery, technology, process, materials, and target cost. This approach allows us to competitively realize each project while explicitly addressing the needs of the client and their responsibility for the customer.”



Ignacio Ordoñez
Old Director & Founder

A 360 design and innovation agency



How we do it

First, we listen.

We design after **understanding**
your needs and the needs of your
customers.



How we do it

Then,
we talk.

Synergy between our work team
and yours allows us to provide
specific and feasible solutions.
Our key factor is **communication**.



You have a challenge

I have an idea,
but I don't know
how to do it

I need help for
a new project

My product's
sales are
declining

I want to
save costs

I need help to
devise my
product

My competitor is
ahead with new
products

My product is
not appealing to
my clients

I have a
product, but my
clients don't
understand how
to use it

I Need
something
up-to-date

Does not
work as
expected

in 3 steps the solution

1.

We meet.

You tell us what your need is
and we create a suitable
plan for you.



We execute.

We design, then we prototype and
finally we can manage production.

2.

3.

We launch!

Your product is ready to succeed
in the market.
Good designs, good businesses.



In Oid

We know how to do it,

we are convinced that
nothing is impossible.



Strategic
management



Innovation
workshop



Concept
development



Design
thinking



Product design
& UX/UI



Reverse
engineering



3D
Modeling



Technical
documentation



Prototyping



Start-up



Production
management



Outsourcing
China-Asia

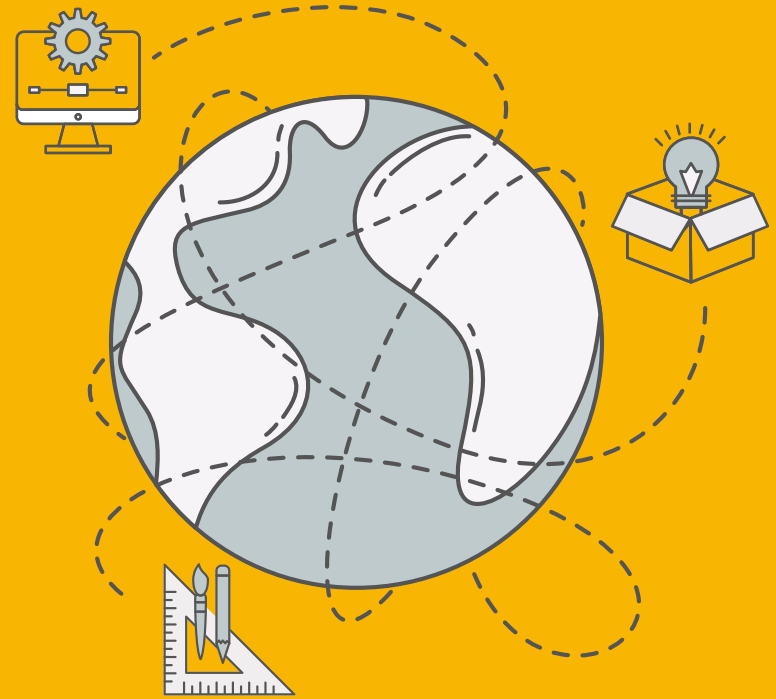
In Oid

We talk about mindful products

because the products we design
become a part of **consumers' daily lives.**

23 years designing

**A user-centered
global career.**



Our work

User-centered designs



Agrotech

The on-board computer for tractors and light aircraft with GPS technology and touch screen makes it possible to monitor and control an endless array of operations from the inside of the cabin.

Client: D&E
Argentina



Gastronomy

Professional Style Gas Cooker.
Home appliance

Client: Moretti
Argentina



Commercial

Commercial use scale.
Precision technology.
Commercial instruments.

Client: Moretti
Argentina

Consumer products

Premium mineral
water bottle.

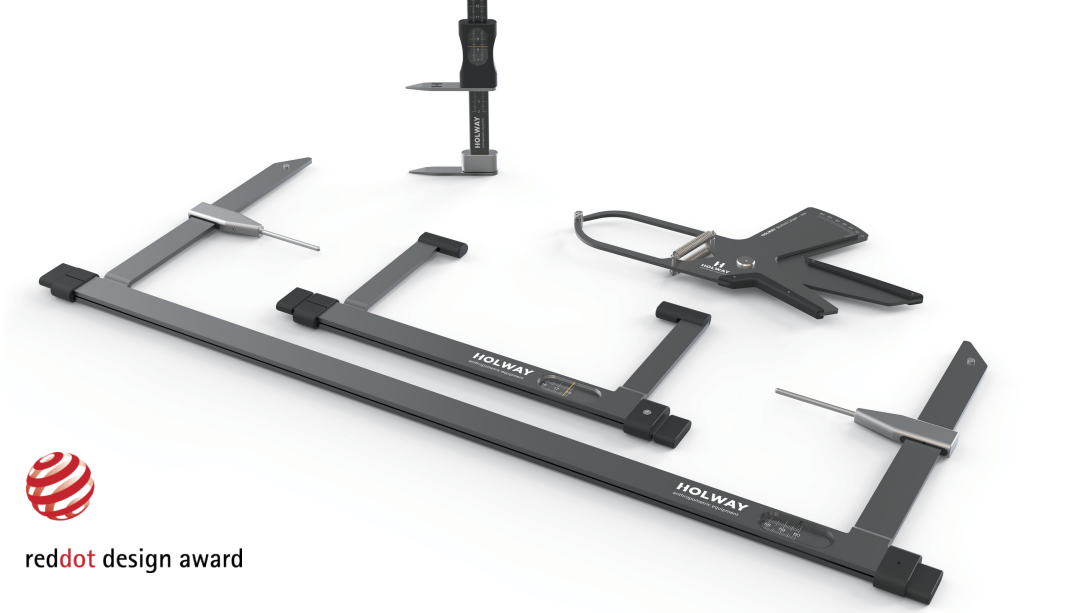
Client: Gota Water
Worldwide

Our work

Designs that
create **business**.



AWARDED
PRODUCT



reddot design award

Healthcare

Anthropometric Instruments Set
Measuring devices for nutrition, healthcare professionals and anthropometry research.

Client: Holway
USA

Consumer products

Glass bottle design and production, for a brand new dry gin.

Client: Goodwinds
Chile

Our work

Designs that **surprise.**



Our work

Industrial design for
innovation.



Healthcare

Sperm selection device, for assisted reproduction techniques.

Client: Selectivity
Argentina



Industry

Industrial IoT wireless hotspot for machine vibration monitoring systems.

Client: Idear
Argentina

Our work

Industrial design for **iot** and **engineering projects**



Healthcare

Bluetooth portable corneal topographer, allows to get real-time images for diagnosis and check-up in the operating room.

Client: Albertazzi
Argentina

Industry

Vibration monitoring sensor.
Among the challenges faced, there was the need for it to be Bluetooth-enabled, withstand vibrations, and be IP68-compliant.

Client: Idear
Argentina



Sports

Award-winning
innovation fly fishing
reel.

Client: Correntoso
USA

Consumer products

Young and innovative
concept for this
'mate' design.

Client: Nelo
Argentina

Our work

Development of products
for **mass production**



Awards

and recognitions
throughout our history.



2023



reddot design award

Anthropometric Instruments Set
Red Dot Design Award,
Essen, Germany.
Medical Design & Healthcare category .

2019



Latin American Industrial Design.
We represent Argentina in the
ABC book of Latin American
Industrial Design.

2016



Mito Mate
Awarded with the Good
Design Seal.
Argentina

2016



Nelo Mate
Awarded with the Good
Design Seal.
Argentina

2010



Gota Bottle
Estrella del Sur Award.
Instituto Argentino del
Envase.

2007



Fly Fishing Reel
First Prize Industrial Design
Category INNOVAR 2007.
Argentina.

2007



Disposable toothbrush
Mention INNOVAR 2007
Category of Industrial Design.
Argentina

2004



Masisa table
First prize Masisa 2004, Argentina.
As a team mentor.
MR01 coffee table.

2003



Eco packaging
Mention Unilever 2003,
Professional Category.
Buenos Aires, Argentina.

2002



Chemical bath
International exhibition
of Milan 2002.
On behalf of the UBA

2001



Fogón lamp
Biennial of the electrical
and lighting industry 2001.
Buenos Aires, Argentina.

2000



Recreational tricycle
Paris International Exhibition, France.
Representing the University of
Buenos Aires

Your requirements,
our challenges,
**each project
is unique,**

but our collaborative approach
is **always the same**



Startups



Small and medium business



Big companies

Where are we

Three strategic locations in the world



North America

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Latin America

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Asia

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All ready?

Let's talk!

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