

Designs that get
produced,
projects that go
real.



About us

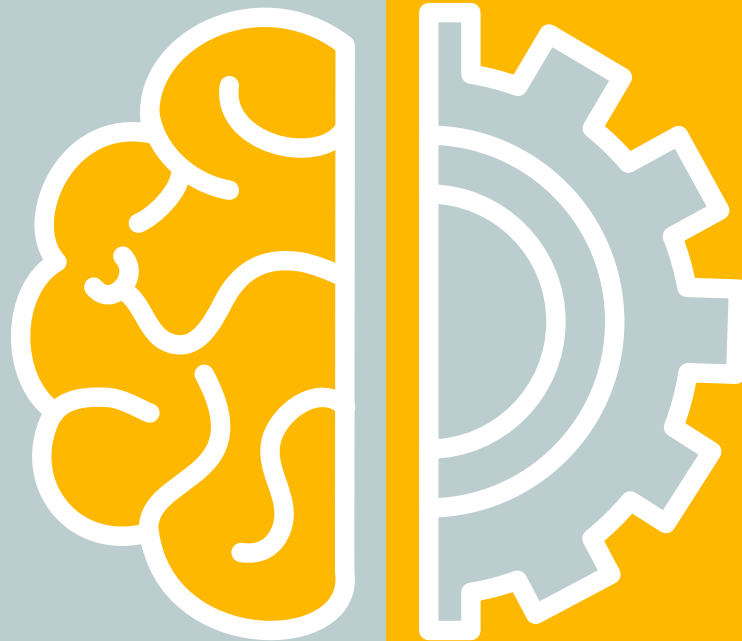
We are an industrial design and innovation company

capable of getting new products
ideas and projects into production.

We combine

Knowledge

of a **dynamic and ever-evolving market** that brings new challenges.



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.

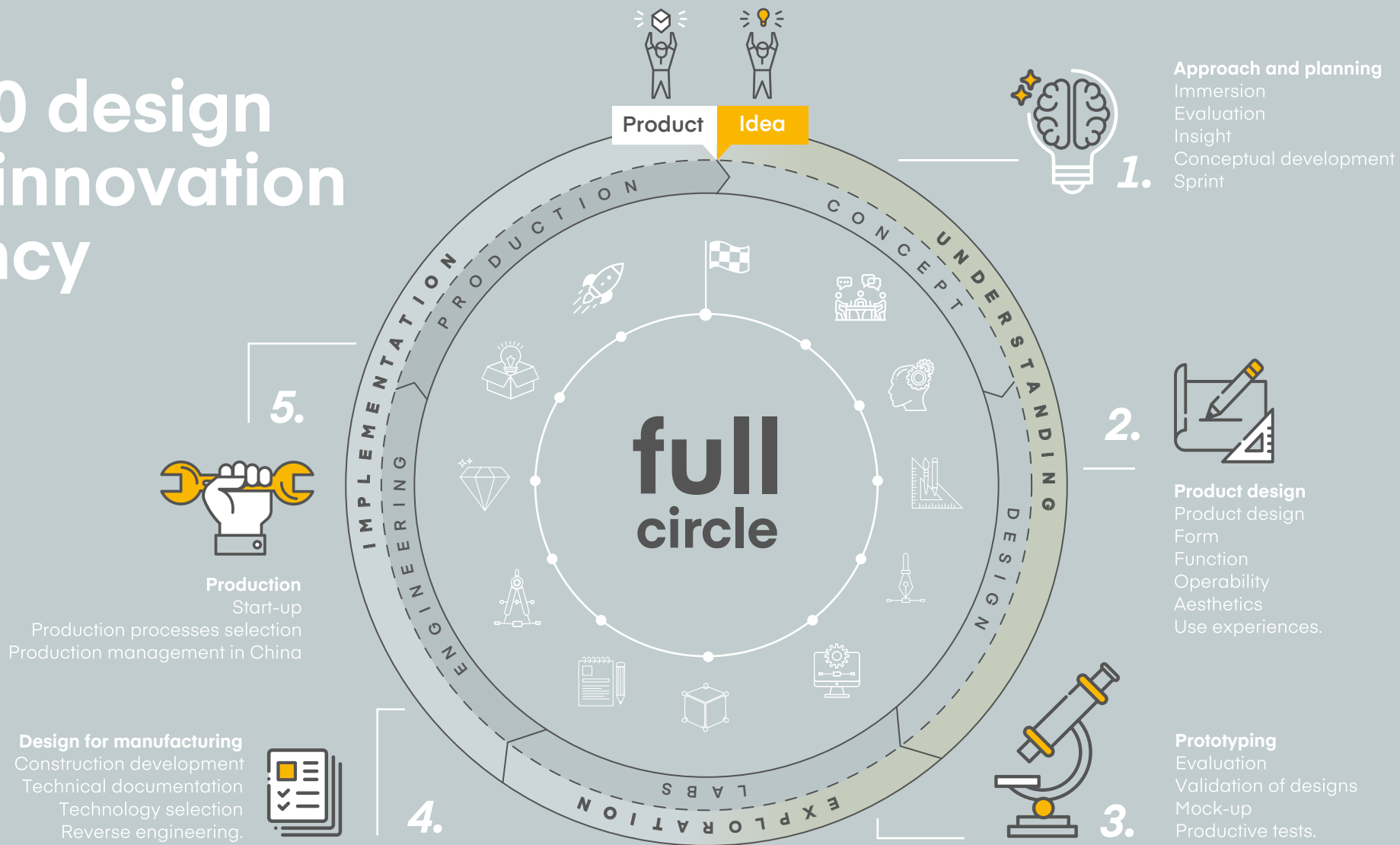
We believe industrial design is a
powerful strategic tool to create and
improve your products connecting them
with your customers' user experience.

“We create and develop products considering, in each case, the concepts, image, technologies, processes, materials and costs which better adjust to the competitive reality of each project, but specially addressing the needs of the company and its responsibility towards consumers.”



Ignacio Ordoñez
Oid 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.

Sinergy 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

I Need
something
up-to-date

My competitor is
ahead with new
products

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

Does not
work as
expected

My product is
not appealing to
my clients

in 3 steps the solution

1.

We meet.

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



We do.

We design, then we prototype, and finally we can manage the 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

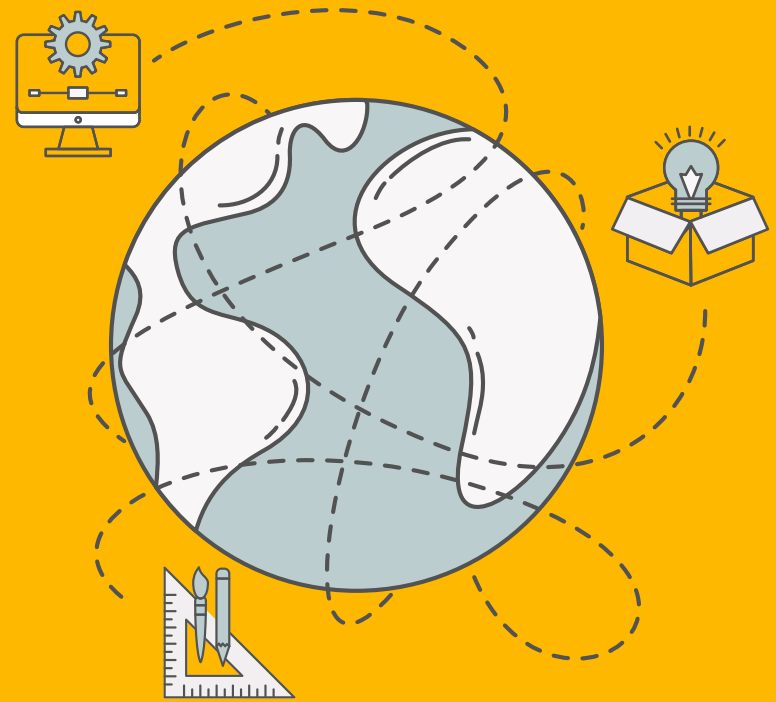
In Oid

We talk about mindful products

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

18 years designing

A user-centered
global career.



Our work

User-centered designs



The on-board computer for tractors and light aircrafts 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



Professional Style Gas Cooker. Home appliance

Client: Moretti



Our work

Designs that
create **business.**

Commercial use scale.
Precision technology.
Commercial instruments.

Client: Moretti

Premium mineral
water bottle.

Client: Gota Water



AWARDED
PRODUCT

Our work

Industrial design for iot and engineering projects



AWARDED
PRODUCT



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

Client: Albertazzi

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



Award-winning
innovation fly fishing
reel.

Client: Correntoso

Young and innovative
concept for this
'mate' design.

Client: Nelo

Our work

Development of products
for mass production



Awards

and recognitions
throughout our history.



2000



Recreational tricycle.
Paris international exhibition, France.
Representing the University of Buenos Aires

2001



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

2002



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

2003



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

2004



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

2007



Disposable toothbrush.
Mention INNOVAR 2007.
Category of Industrial Design.
Argentina

2007



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

2010



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

2016



Nelo Mate.
Awarded with the Good Design Seal.
Argentina

2016



Mito Mate.
Awarded with the Good Design Seal.
Argentina

2019



Latin American Industrial Design.
We represent Argentina in the **ABC book of Latin American Industrial Design.** 2019

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

but our way of receiving you is
always the same.



Startups



Small and medium business



Big companies

Where are we

Two strategic locations
in the world.



North America

950 Bannock Street.
Suit 1128
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Lat in America

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Asia

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All ready?

Let's talk!

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