

## Considerations for Sustainable Design

**Sustainable design plays an increasing role in the innovation process.**

As consumers continue to place higher value on products that make a statement about their responsibility towards the environment and society, sustainable design will continue to grow.

A product development team working on a sustainable program should consider the following:

- What is essential to the benefit delivered by this product?
- How can I minimize the materials and energy needed to deliver this benefit?
- What materials can I choose that will provide the necessary function with the least environmental impact?
- Where will the product be manufactured, and how will the local economy and environment be affected?
- Can I use clean energy sources for the product's operation, manufacture, and transport to point of sale?
- What will happen to the product when it ends its useful life?



All products could be developed with many of these sustainability considerations in mind. However, these initiatives often conflict with other primary concerns in product development such as product cost. As a result, they are sometimes minimized or not considered at all.

If minimizing the environmental footprint is a design goal, integrating sustainable design intent in the very early stages of development is critical.

*Allison Guyton - Director of Industrial Design*

## Business Development Spotlight



**Slingshot PDG is pleased to welcome Kim Ozment as Corporate Account Manager.** In her new role, Kim will cultivate new and existing corporate relationships to enhance client experiences through the product innovation process. Ms. Ozment brings a professional background of international sales, business strategy consulting, and stakeholder relations to the Slingshot business development team.

Kim began her successful career as National Sales & Business Development Director managing key corporate accounts for Century Maintenance Supply which grew in sales and ultimately sold to Home Depot. In 2003, she migrated to Australia and became a dual citizen in 2005 while working for the second largest building company, JWH Group. As regional sales and project consultant, she nurtured clients through the entire process from concept to design to engineering to completion. Ms. Ozment pioneered the company's first ever multi-unit development division and served as foreign advisor to investors around the world while generating revenue for the company. She returned home to the States in 2007 to begin a consulting practice and focus on helping entrepreneurial companies grow their business.

Contact Kim directly for an introduction to our ideation approach and explore new opportunities for your products.

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Slingshot Product Development Group is a global innovation and product development firm. Our intrinsic passion for innovation lies within every team member, enabling our company to create revolutionary new products that drive demand in today's market. Since our inception in 2001, Slingshot PDG has cultivated strategic partnerships with clients by converting opportunities into revenue. Our product development expertise in medical devices, consumer products, ruggedized packaging, and productizing technology translates into a successful innovation process.

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