

Ratio Design Associates

Ratio translate creative thinking into commercially successful products.

We are a product design consultancy able to provide the complete new product development service, ranging from strategic thinking & concept generation, through to the supply of production data & manufacture liaison.

About

Founding Ratio in 2002 Andy Dray & David Banham have worked together designing & engineering products for over 18 years. It is this joint experience coupled with the essential complement of creative thinking & engineering expertise that allows us to consistently deliver excellent product design.

As a small team we maintain a high degree of flexibility & cost effectiveness. When required, we are able to extend our capabilities and knowledge base using a number of independent specialists.

Our enthusiasm for what we do drives our commitment to fulfilling our clients commercial objectives.

'Overall, we don't believe we could have asked for a better market reaction. We would not hesitate to recommend Ratio to any organisation wishing to present itself and its products at their very best'.
Chris Short, Director, Myryad Systems Ltd.



Experience

Specific product sector experience includes:-

- Consumer products
- Medical equipment
- Industrial / Military products
- Leisure products
- Electronic products
- Retail equipment
- Public environment products
- Office furniture systems

The diversity of market sectors in which we have worked & the breadth of our project experience allows us to offer an insight into different markets, trends, materials, finishes & manufacturing techniques. This facilitates fresh, innovative thinking & can enable us to introduce new opportunities for our clients.

Work

We work with all types of businesses from small start-ups to large multi-national brands.



Our design input may include looking for new product opportunities, generating ideas to act as a catalyst for in-house teams, creating CAD data for rapid prototyping or as a complete NPD resource.

We recognise that our reputation is built on the quality of our work & pride ourselves on delivering the most creative & effective design solutions.

'Ratio's ability to integrate with the development team created an innovative and responsive collaboration that has produced stylish and well engineered results.'
Steve Hayden, Principal Mechanical Engineer, Diomed Inc.



Capabilities

The straightforward, collaborative nature of the way in which we work is the foundation of our design process. We have the skills & resources to create, develop & implement new products.

Our services include:-

- Product Strategy
- Concept Generation
- Industrial Design
- Ergonomic Test rigs
- Product Graphics
- Modelmaking
- 3D CAD Visualisation
- Product Engineering
- Rapid Prototyping
- Tooling Data
- Manufacture Sourcing
- Production Liaison

Contact

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