

# LILJA

INTERIOR DESIGN AND BUSINESS GIFT PRODUCT FOR KLO DESIGN









# ABSTRACT

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**Lilja - Interior design and business gift product for Klo Design**

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The subject of this project is the development of an interior design object for Klo Design's collection. The purpose of the product development is to create a product that can be marketed as a design business gift and thereby introduce Klo Design to the business gift market. After studying the current business gift market and the production and marketing potential of Klo Design the decision on what kind of product to develop was made. The chosen product is a pot warmer and candle holder that because of its multiple functions and form is new to the market. It is a flexible and stylish product that is always in use and does not need any storage space.

The methods used in the project are background research based on secondary and primary sources and usability tests such as temperature, air circulation and time tests as well as material durability and safety tests. With the help of these tests the features of the product have been optimized. According to the test results the food temperature in the pot usually stays between 60 and 80°C regardless of the amount of food (0.5 l–1.5 l), the time elapsed (0.5 h–2 h) and the amount of candles (1-3 candles). It is preferable that the user can adjust the heat by choosing the amount of candles lit. The choice of material, ceramics, was based on its durability, production features, appearance and cost. The safety of the product is ensured by large contact surfaces and a self locking mechanism in the form of the product.

Kimmo Kukkonen and Elina Rantapuska were the mentors for this project.

**Keywords:**

**Interior design object**

**Gift**

**Business gift**

**Candle holder**

**Pot warmer**

**Klo Design Ltd**

# TIIIVISTELMÄ

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Tämän projektin aiheena on sisustustuotteen kehitys Klo Design Oy:n mallistoon. Tuotekehityksen tavoitteena oli luoda tuote, jonka voi markkinoida liikelahjana ja siten esitellä Klo Design muotoiluliikelahjamarkkinoille. Liikelahjamarkkinoiden tutkimisen ja Klo Designin tuotanto- ja markkinointipotentiaalın analysoimisen jälkeen tehtiin päätös minkälaisesta tuotteesta tulee olla kyse. Tuote on kattilanlämmitin ja kynttiläalunen, jonka monitoimisuuteensa ja muotonsa takia on markkinoilla uusi. Tuote on joustava, tyylikäs ja aina käytössä, jolloin se ei vie säilytystilaa.

Käytetyt menetelmät tässä projektissa ovat; taustatutkimus sekundaarisilla ja primäärillä lähteillä ja käytettävyydestit kuten: lämpötila-, ilma- ja aika-testit ja materiaali-, kestävyys ja turvallisuustestit. Näiden testien avulla tuotteen ominaisuudet on optimoitu. Testituloksien mukaan ruoan lämpötila pysyy 60 ja 80 °C välissä vaikka ruokamäärä (0,5 l - 1,5 l), aika (0,5 h - 2 h) ja kynttilämäärä (1 - 3 kpl) muuttuvat. On suositettavaa että käyttäjä voi itse säätää lämpötilaa kynttilämäärällä. Materiaalivalinta, keramiikka, on perusteltu sen kestävyuden, tuotanto-ominaisuuksien, ulkonäön ja kustannuksien vuoksi. Tuotteen turvallisuuden takaavat sen isot kontaktipinnat ja sen itseään lukitseva muoto.

Kimmo Kukkonen ja Elina Rantapuska toimivat tukihenkilöinä ja ohjaajina tässä projektissa.

**Avainsanat:**  
**Sisustustuote**  
**Lahja**  
**Liikelahja**  
**Kynttilänjalusta**  
**Kattilanlämmitin**  
**Klo Design Oy**



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# **1** INTRODUCTION

While looking for a place to conduct my practical training in the summer 2008, I got familiar with Klo Design Ltd. and their products. I was eager to find out more about both the company's design process and marketing.

I conducted my practical training at Klo Design 15.5.2008-31.8.2008. During the summer I was in charge of organizing fairs and finding new retailers. I also participated in the design process of new products and performed graphical tasks. As the summer came to an end, we agreed on taking the collaboration even further by developing a new product for Klo Design's collection as an graduation project. The goal of the product development was to design a candle holder that also works as a pot warmer when three pieces are joined together. The product ought to enhance Klo Design's brand and provide their customers with an interior design product, a gift or a business gift.

## 1.1. PURPOSE OF THE STUDY

The purpose of this study is to develop a new product for Klo Design Ltd. that fills the needs and wants of a gift, business gift and an interior design object.

Klo Design has a range of products that can be divided into three groups; kitchen textiles, interior design products and life-style products. Almost all of these products tend to appeal more to women than men according to Dani Aavinen at Klo Design (2008). It is easy to find gifts for women in Klo Designs selection, as they make bags and purses. But it is harder to find a gift for a man since gifts such as table runners, kitchen towels and pillow cases are seldom considered for men.

Klo Design has inactively been trying to market their products as business gifts for more than a year now. The problem that they have encountered is that they have few products, which a company, looking for appropriate business gifts, is comfortable giving to both men and women as well as all age groups. The purpose of this study is therefore to develop a product that both private customers and companies can buy for themselves or for others as a gift or business gift.

**Desirable features of the product are that it:**

- reflects Klo Design's style, taste and "classic collection"
- reflects Klo Design's customers style and taste
- is competitive and suitable for its time
- is affordable for both Klo Design and their customers
- is easy to produce and ready to go to production
- is a small object
- suits the Heron dining table series and the pattern Cissus
- is flexible and multi functional
- costs less than 130 € for the customer

After studying the current business gift market and the production and marketing potential of Klo Design Ltd the decision on what kind of product to develop was made. The product is a pot warmer/candle holder that because of its multiple functions and form is new to the market. It is a flexible and stylish product that is always in use and does not need any storage space. Since the product consists of pieces, the customer can decide how much the gift should cost by buying a certain amount of pieces.



## 1.2. IMPORTANT DEFINITIONS

### Gift

A gift is a product or service given by a person to another without expectations of compensation. (*Answers.com. 2008*)

### Business gift

The definition of a business gift is the same as the definition of a gift, except that a business gift is offered to selected recipients as an expression of appreciation or goodwill. (*BusinessDictionary.com. 2008*)

### Candle holder

A candle holder is any product that holds one or more candles. A candle holder is used for both aesthetic and functional reasons. Its most important task is to ensure safe usage and is therefore made of a material that does not burn easily.

### Pot warmer

A pot warmer is any given product that somehow keeps a pot warm. In this project the concept of a pot warmer will refer to a product on top of which food can be placed to be kept warm by candles, oil or an electronic device. A pot warmer is always made of a hard material that does not burn easily and its construction is solid and stable.

## 1.3. RESTRICTIONS

### Theoretical restrictions

In this project the business gift market will be analyzed solely based on research conducted on the Internet. Therefore only products that can be found on the Internet by a company or private person looking for business gifts will be taken into account.

The product developed in this project will mainly be analyzed as a business gift, all though Klo Design will also sell it among their other products to all customer groups.

### Product development restrictions

Since Klo Design is a small company with small resources, production costs will be a significant restrictor on the features of the new product. The product cannot contain expensive details or demand high initial costs. The production method has to be affordable, which means the production costs of different methods will affect the product substantially. The material chosen for the product will also primarily be based on its related costs.

## 1.4. METHODS

### Background research

This project is conducted based on both primary and secondary sources. The theoretical research on gifts, business gifts, law legislations and safety standards is based on secondary sources mean while the current business gift market, competitors and production methods is based on both secondary and primary sources.

Information about Klo Design and its target groups, customers, brand, visual and functional aims and products is based on Klo Design's website, discussions with Dani Aavinen (owner and vice president), Hanna Ojala (owner and designer) and the writer's own impressions and opinions.

### Product development

Fire, temperature and air circulation experiments are undertaken during the product development to maximize the functionality of the product. Repeated safety tests and durability tests involving using the product in reality assure the safety of the product. Based on the result of these tests an appropriate material was chosen.

Aesthetic solutions and decisions are based on the opinions of Dani Aavinen and Hanna Ojala as well as the writer. Klo Design's earlier products as well as the current form language on the general Scandinavian design market also affect the aesthetic outcome of the product.

# 2 KLO DESIGN





## 2.1. ABOUT THE COMPANY

Klo Design is a company founded by young designers of different design areas. They plan, produce and market their own collections, which contain furniture, interior textiles, small objects and life style products, such as bags and purses. The products are created for people who follow their time, but also appreciate durable values. *(Klo Design. 2008)*

Klo Design offers business gifts and can give companies a tailor-made package that suits their needs. Klo Designs products are hand-made in Finland by the designers themselves or by suppliers in the close local area of Turku. *(Klo Design. 2008)*

The idea of founding Klo Design has its origin in a school project in the year 2004 in which students from the areas of furniture design, textile design and clothing design formed groups in the purpose of creating a consistent collection for the Japanese market. Colors, materials, patterns and forms were used to create a unit that can be sold as a whole, so that customers can easily achieve the style they like without too much effort. Important words in this project were timing, tradition and durability. Klo Design got its name from the concept of time. The Finnish word klo is short for kello, which means clock. *(Klo Design. 2008)*

## 2.2. KLO DESIGN'S PRODUCTS

Klo Design's collection contains of two lines; the classic line and the trendy line, that also work well together. The Cissus and Nauru series textile products and the Heron furniture series represent the classic line. Together they form a stylish and timeless set that is suitable for most homes. The trendier and looser line is represented by the plywood furniture series Arc and the products made of the following patterns Hyrrä, Kytös, Härdelli and Hän. The Pihka and Siimes series goes well with both lines. *(Klo Design. 2008)*

### 2.2.1. TEXTILE PRODUCTS

The patterns: Cissus (see picture 5, 8, 16 and 17), Pihka (see picture 6) and Siimes (see picture 7) are designed by Hanna Ojala and are implemented in many products such as kitchen textiles, table runners, decorative pillow cases, curtains, bags and purses. The material that Cissus is printed on is 100 % wool, linen or cotton. Siimes is printed on 100 % linen and Pihka is printed on 100 % cotton. *(Klo Design. 2008)*

The patterns; Hyrrä (see picture 9), Kytös (see picture 15) and Härdelli are designed by Satu Pursianen and illustrate graphical circles, circuit diagrams and birds. The patterns are used in table runners, decorative pillow cases, decorative pictures, bags and purses. Hyrrä, Kytös and Härdelli are printed on 100 % cotton. Satu has also designed the pattern Nauru, which is printed on 100% linen. Nauru is used in

interior design products such as table runners, towels, decorative pillow cases and curtains. *(Klo Design. 2008)*

Joonas Tauriainen has designed Klo Design's logo (see picture 11, 12 and 13). A pattern was also designed of the same graphical element that is used in the making of bags and purses. The Logo pattern is printed on 100 % cotton. *(Klo Design. 2008)*

Dani Aavinen has designed the masculine pattern HÄN, which is used in products like bags, kitchen towels, decorative pillow cases and aprons. *(Klo Design. 2008)*

### 2.2.2. OTHER PRODUCTS

Antti Rautavuori and Jesse Laivo are the designers of Klo Designs Dining table-series Arc (see picture 4). The Arc-series is made of high quality plywood and comes in high gloss black or white. *(Klo Design. 2008)*

The Heron dining-series (see picture 10) is designed by Dani Aavinen and is made of massive wood and birch plywood. *(Klo Design. 2008)*

Klo Design's wall shelf of plywood with the pattern Cissus printed on it is made of plywood meanwhile the color options high gloss black, white and green are made of MDF shelves. See picture 16. The wall shelf is designed by Antti Rautavuori and Jesse Laivo. *(Klo Design. 2008)*



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## 2.3. COMPETITION

Klo Design has positioned itself as an ethical, ecological and Finnish brand that develops both classic and trendy design products. Their products are mainly textile products besides from two dining table series and a few smaller products.

In this project Klo Design's main competitors will be categorized into three different groups (A, B, and C) based on their consistency with Klo Design regarding the following factors; 1) have the same products, 2) offer business gifts 3) share the same customers, 4) is the same size and 5) have the same origin.

The competitors that share four or five of the factors above with Klo Design form group A. Group B has two or three factors in common with Klo Design mean while group C has one or two. The factor "customers" includes both private customers and business gift customers and both current and potential customers. This factor is common for all competitors; otherwise they would not be considered competitors. See *Table 1. Klo Design's Competition* where a few examples in every group have been listed.

		Products	Business gifts	Customers	Size	Origin
A	Kipikude	✔	✔	✔	✔	✔
	Kui Design	✔	✔	✔	✔	✔
	Focus Fabric	✔	✔	✔	✔	✔
B	Marimekko	✔	✔	✔		✔
	Tonfisk Design		✔	✔		✔
	Kotona Design		✔	✔	✔	✔
	Nou Nou Design		✔	✔		✔
	Aarikka		✔	✔		✔
	Artek		✔	✔		✔
	Aero Design			✔		✔
	Amfora		✔	✔	✔	✔
	Finlayson	✔	✔	✔		✔
	Formverk	✔	✔	✔		✔
	Iittala		✔	✔		✔
	Arabia		✔	✔		✔
	Aamon	✔	✔	✔		✔
	Woodoo Design	✔	✔	✔		✔
	PT Design	✔	✔	✔		✔
	Saga form	✔	✔	✔		✔
	Pentik	✔	✔	✔		✔
	Moko Design	✔	✔	✔		✔
	Hemtex	✔	✔	✔		✔
	Suomalaiset tavaratalot	✔	✔			✔
	Hackmann		✔	✔		✔
	Cho cho	✔		✔	✔	✔
	Arabia		✔	✔		✔
Nanso	✔	✔	✔		✔	
Studio Eero Aarnio		✔			✔	
Tunto Design			✔	✔	✔	
Risto-Matti Ratia		✔	✔		✔	
C	IKEA	✔		✔		✔
	Hong kong	✔		✔		✔
	Menu		✔	✔		✔
	Muuto		✔	✔		✔

Table 1. Klo Design's Competition



## 2.4. CUSTOMERS

Since Klo Design has both a classic and a trendy product series its customer range is broad. Most customers are female between 15-70 years old. They are at this moment mostly Finnish since Klo Designs retailers are mainly in Finland but the products are rapidly gaining a position abroad as well. *(Dani Aavinen.2008)*

Klo Designs current retailers are; Design Deli (Helsinki), Design Forum Shop (Helsinki), Onéa Design Shop (Helsinki), Loftis (Helsinki), Kaani in-ON design (Helsinki), SuperMUKA VA Shop (Tampere), Taito Shop Pirkanmaan Kotityö Oy (Tampere), Kenkävero (Mikkeli), Lifestyle KAUPPA (Oulu), Taito Shop, (Joensuu), Hyvinkään Taitokeskus (Hyvinkää), Kotimainen Helmi (Jyväskylä), Design Linna (Turku), Sylvi Salonen (Turku), Närhi Oy (Kerava), Vallaton Solmu (Nummela), Scandinavian Information Center Inc., (Japan, Tokyo), PG-Trading, Peter Gadegaard (Denmark, Aalborg) and Birka A/S (Norway, Bergen). *(Klo Design. 2008)*

## 2.5. BRAND

The brand Klo Design is according to its website associated with both classic (stylish and timeless) and trendy (youthful and experimental) values with products designed and produced based on ethical, ecological and “Finnish” values. “The products are designed for people who are interested in trends and development, but who also value traditions and durable standards” *(Klo Design. 2008)*

Klo Design is not yet a well known brand neither in Finland nor abroad but the company is fighting for a position on the market with increased success. Abroad Klo Design is often associated with Marimekko and Fokus Fabric. *(Dani Aavinen. 2008)*



# 3 GIFTS

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## 3.1. WHAT IS A GIFT?

According to the electronic library Answers.com (2008) a gift is something that one gives voluntarily without expecting compensation. Even though it might involve a social responsibility or expectation, a gift is always free. (Wikipedia. 2008)

A gift can be anything between an ordinary object and merchandise, an object created for the specific occasion, monetary, a virtual object or an intangible gift such as a favour, a trip or a service. (Wikipedia. 2008)

## 3.2. THE PURPOSE OF A GIFT

A gift is often received in conjunction with a social or official occasion of some sort. Typical social occasions might be expression of love and friendship, gratitude, piety in the form of charity and solidarity, within or between companies. It can also concern sharing wealth, offsetting misfortune, offering travel souvenirs or celebrations such as birthdays, Christmas, weddings, anniversaries, funerals, births, father's day, mother's day, housewarming parties or as a token of appreciation of a invitation. (Wikipedia. 2008)

## 3.3. BUSINESS GIFTS

The definition of a business gift is the same as the definition of a gift, except for the fact that a business gift is offered to selected recipients by a firm's representative as an expression of appreciation or goodwill. (*BusinessDictionary.com. 2008*). The meaning of the term business gift is very broad. It can be anything from a product to a service or even an event such as a performance. (*Hakala. 2006. p. 38*). There is a big difference between a business gift and a promotional item given away for free. Business gifts usually do not carry any advertising messages unlike promotional items. Most big companies and organizations have established policies for giving and receiving of business gifts. (*BusinessDictionary.com. 2008*)

### Typical business gifts are

according to Hakala (*2006. p. 39*)

- objects (office supplies, consumption products, functional products, pieces of art, decorative objects, luxury merchandises, traditional and cultural objects, domestic products)
- food (often sweets of some kind)
- drinks (alcoholic and non-alcoholic)
- flowers
- services
- events
- charity donations

A business gift can have many different purposes. They are usually a part of the marketing strategy and are aimed at improving the company's image, strengthening a business relationship, supporting a campaign, making the company well-known and creating a positive atmosphere. (*Hakala. 2006. p. 38-39*)

A business gift should reflect the giver's image. A traditional conservative company should give different types of gifts than a young trendy company. The purpose of the gift is, among other things, to please the receiver, which means that the receiver should also be taken into account when choosing a business gift. A bad gift can do more damage than no gift at all. (*Krabbe. 2004. p. 95*)

Lately the trend concerning business gifts have moved from cheap promotion gifts such as hats, lighters, pencils etc. to more qualitative gifts. If a business gift is a cheap mass product it has to be based upon a brilliant idea that suits the company. Cheap business gifts often have the company's logo attached to it. Nowadays companies tend to leave out the logo or put it in a discrete place on the gift. (*Krabbe. 2004. p. 96*)

Business gifts can according to Mikluha (*2000. p. 41*) be divided into four groups based upon their value. Since this source is from the year 2000 the prices can be estimated as higher than stated here. See *Table 2. Price Groups*.

1. **"Give away" products** - typically pencils, letter openers, cork screws, key chains etc. These products cost between 50 cents and 2 €.
2. **Promotion gifts** – typically hats, beach balls, umbrellas etc. These items cost between 2 and 6 €.
3. **Business gifts as a business relationship sustainer** – Typically high quality brand products used as Christmas gifts etc. These gifts cost between 13 and 23 €.
4. **"Black label whisky"** – Gifts given out to the leadership of customer companies. These gifts cost between 30 and 80 €.

Table 2. Price Groups

Mikluha (1997. p. 10) divides business gifts into the following groups based on the type of gift and its purpose. See Table 3. *Purpose of Gift.*

The occasions where business gifts are handed out can be categorized into groups based on why and how often they are handed out. The reason why a business gift is handed out can lie in the giving company, the receiver or an institutionalized occasion. Typical occasions are fairs, press conferences, visits, birthdays, business contracts, Christmas and New Years Eve. Occasions that come less frequently are apologies, business start-ups, private celebrations, and other parties. (Hakala. 2005. p. 33)

Type of gift	Purpose of gift
Congratulation gift	Festive or memorable day
Keepsake gift	Reminder of a visit
Gratitude gift	Appreciation for hospitality
Greeting gift	Instead of a visit /condolence
Visitation gift	From the homeland or from a trip
Farewell gift	Reminder of a longer visit / end of employment
Gift in return	For a received gift
Offering gift	Religious
Business gift	Reminder of a company
Promotion gift	Mass give-outs on marketing events

Table 3. Purpose of Gift



### 3.3.1. A GOOD BUSINESS GIFT

If a business gift is a good and useful product in the eyes of the receiver, the company who gave it will be remembered in a positive way. When this happens the receiver remembers and wants to tell others from what company they got the product. A good business gift should besides from pleasing the receiver also reflect the company's image. Although a company should strive towards giving qualitative gifts, the gifts should not be too expensive, as they could be conceived as a bribe. A business gift should not cost more than 30 % of the receiver's monthly salary. *(Krabbe. 2004. p. 97-98)*

It is important to replace the company's standard gifts often enough so that the company does not risk giving the same gift twice to the same receiver. A good business gift is personal although not too private. The safest choice of gift is usually something that can be used in the office, as a life-style product or in the receiver's home. However, it is important to think twice before buying gifts for the receivers home, hobby or spare time. Who is the gift for? What kind of life do the receivers lead and what kind of taste do they have? When a company buys the same gift for many receivers, it should focus on something that suits all ages and both men and women. *(Krabbe. 2004. p. 98)*

The gift box or wrapping should always share the same style as the gift. It should communicate what the receiver might find when they open the package. Especially in Japan the gift wrapping is as important as the gift itself. *(Krabbe. 2004. p. 99)*

When choosing a business gift it is good to favour domestic products. The products should preferably be typical to the country or be of a famous brand. If the receiver is from another country it is important to choose a gift that is easy to transport and carry. One should also make sure that the gift does not go against any taboos of the receivers' culture. Another important aspect to take into consideration is that the receiver is allowed to take the gift through the airport control as hand luggage. It is important to avoid gifts that brake easily or gets spoiled quickly. *(Krabbe. 2004. p. 102)*

A business product should be the original version of a product, never a copy. It should also preferably be unique, stylish, smart and functional. *(Hakala. 2006. p. 40)*

### 3.3.2. BUSINESS GIFTS AS A MEAN FOR MARKETING COMMUNICATION

Relationship marketing is a term for marketing seen as relationships, networks and interaction between customers and companies. Relationship marketing mainly concerns relationships and human behaviour in the business environment. Its base lies in interaction, knowing the customers and the dialog with the customers. Relationship marketing is based on the following (Hakala. 2005. p. 20):

- creating new values for customers and companies
- sharing benefits between both sides
- understanding the role of a single customer
- business actions based upon the customer's views
- the life time value of a customer is considered more important than a single marketing event

The customer relationship goes through three different stages: 1) satisfaction operation, 2) reminder message and 3) customer treatment program. The result of these stages gives us the reason why companies give out business gifts in the first place. The receivers' first reaction is often joy and contentment. The receivers' bond to the company strengthens and the receiver recommends the company to others. The relationship becomes deeper and

deeper every time the receiver gets something and the emotional attachment to the company gets stronger. Regular personal greetings and congratulations on birthdays etc. gives the relationship continuity and loyalty. (Hakala. 2005. p. 20)

According to Beltramini's study (Hakala. 2005. p. 25) business gifts have a positive effect on the perception of the product given, that is, on the price, quality, service and delivery. However, the study also showed that business gifts do not remarkably increase the customers' willingness to contact the giving company. Business gifts create a positive attitude and environment. They can open doors for sellers, make a negotiation smoother and help give a positive view of the company. (Hakala. 2005. p. 25)

In the year 2005, 2 689 million Euros were invested in advertising and promotion in Finland according to the Gallup poll "Mainonnan Määrä Suomessa 2005" performed by TNS Gallup Oy ordered by Mainonnan Neuvottelukunta. Promotion and business gift investments stood for 5.2 % of this sum. Overall the budget had increased by 3 % since the year before, but promotion and business gift investments stayed at the same rate as the year before. (Aikakausimedia. 2007)

### 3.3.3. THE RECEIVERS OF BUSINESS GIFTS

Business gifts are intended for different receivers for different purposes. The most common receivers of business gifts are suppliers, employees, customers, owners and investors, members of distribution channels, the general public and educational institutions, decision makers and the authorities, representatives from the media and others, such as the society, organisations, the city etc.

Suppliers receive business gifts in order to ensure continued fulfilment of production needs.

Employees usually receive gifts on occasions like weddings, births, Christmas and yearly parties. Family happenings are common for creating a we-spirit in the company and strengthening the bond between the receiver, his or her family and the company. The company is conceived as a good employer ready to make compromises.

Customers are usually given gifts to enhance and deepen the relationship between the company and the customer. The company is conceived as a trustworthy deliverer of good products and services.

Companies give gifts to their owners and investors in order to enhance the image of a successful, profitable company with a secure future.

Members of distribution channels such as producers and retailers receive business gifts from companies to maintain personal connections, trust, joy and inspiration. The goal is also to affect the distributors' attitude and willingness to sell the products or services of the company.

The general public and educational institutions often receive gifts from companies in order to attract potential employers' interest and trust.

When giving business gifts to decision makers and authorities it should be done with precaution. The gift cannot be misinterpreted and taken for a bribe. The purpose of the gift should be to create an image of a company that takes responsibility of society and the environment.

Representatives from the media are given business gifts in order to introduce the company and create a positive image. The company wants the media to find it important and leading in the market as well as considered to be "good news".

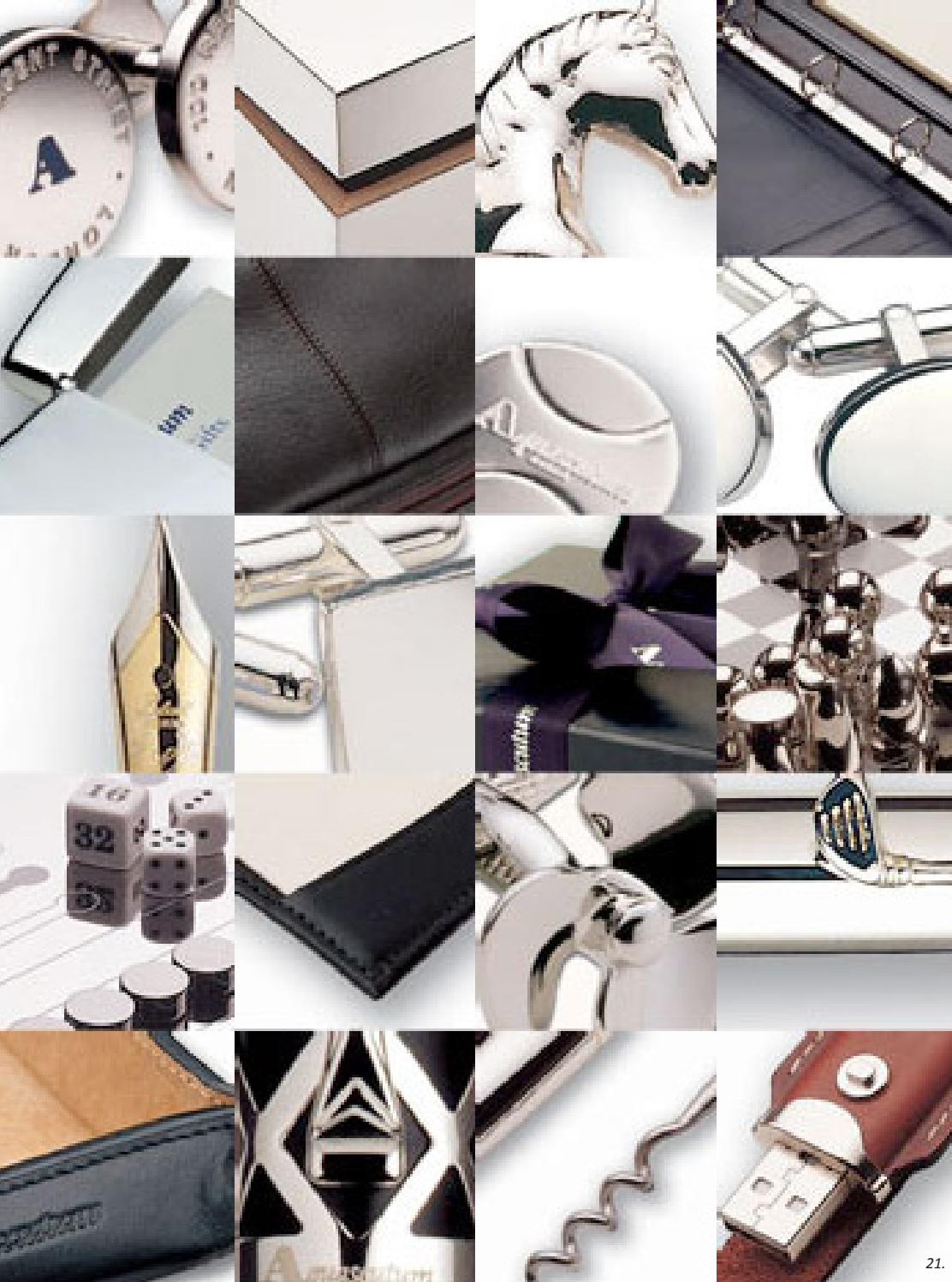
Others such as the society, organisations, cities etc. sometimes receive gifts in order to get connections and enhance co-operation. (*Hakala. 2004. p. 38-40*)



### 3.3.4. BUSINESS GIFT LEGISLATIONS

An employer can buy an expensive gift for an employee on a special occasion. According to regulations a special occasion is considered a birthday (if the employee turns 50, 60 or 70), a wedding, a retirement celebration or a long-term employment celebration. The gift cannot consist of money and cannot be chosen by the receiver. The gift should be chosen by the employer and cost a reasonable amount of money. A gift card or other gifts that easily can be converted to money cannot be given without paying taxes. For the gift to be tax free it must have a reasonable price which cannot exceed the employees 1-2 week salary before taxes. (*Hakala. 2005. p. 6-7*)

A company gets tax deductions when it comes to marketing costs. Presentation costs, including business gifts, only get tax deduction for half the amount of money they cost. (*Hakala. 2005. p. 8*)



21.



22.



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24.



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27.



28.



29.

## 3.4. THE CURRENT BUSINESS GIFT MARKET

Business gifts are a popular way to enhance business in the corporate environment. As a result the supply on the market is enormous. All kinds of products and services are offered to companies for all different occasions. Fortunately for newcomers companies do not want to buy the same business gifts every year, which means there are always opportunities for new products to succeed.

By googling the word business gift about 24 000 000 hits are presented. The foremost links goes to big companies that are specialized in selling business gifts of almost all kinds. See *Table 4. Business Gift Sellers*. Companies with products for

specific target groups such as sports and other hobbies are also well presented. The third group sells promotional more affordable business gifts while the fourth group was presented by specifying the search to “business gift + design”. These companies sell products more similar to Klo Designs products. These companies offer all kinds of smaller design products. By specifying even further “business gifts + Finnish design” most Finnish design companies were presented. Surprisingly few Finnish design companies market themselves strongly as business gift providers, though almost all have products that are suitable for this purpose.

### 1. Business gift specialized companies:

Bags, glass products, office supplies, digital and other technology products, flowers, luxury products, photo frames, wallets, mugs, pencils, umbrellas, stress balls etc.

### 2. Team business gift sellers:

Products for a certain sport, hobby or interest, traditional “Finland products”, products made of a certain material or with a certain technique.

### 3. Promotion gift sellers:

Key chains, pencils, hats, coasters etc.

### 4. Design business gift seller:

Typical Finnish / Scandinavian design business gift suggestions are according to my findings mugs, bowls, vases, candle holders, products for serving foods or drinks, home textiles (towels, bed textiles, table cloths), trays, etc. Some examples are; Alvar Aalto Design (vases, bowls, candle holders, etc. ), Tonfisk Design (ceramic serving set, oil and vinegar set, etc.), Aarikka (smaller products and jewellery), Finlayson (textile products), Iittala (cork screws, salt and pepper sets, candle holders, lamps, wine carafes, etc.), Arabia (mugs), Marimekko (mugs, umbrellas, office supplies, home textiles, etc.), Amfora (vases, and candleholders) and Nou nou design (vases, plates, lamps, etc.).

*Table 4. Business Gift Sellers*

## DESIGN BUSINESS GIFTS

By investigating the supply of design business gifts that apparently are successful on the current business market the following statements can be made. Interior design products are popular. They are visually interesting and represent Finnish and Scandinavian values and aesthetics. Products with a functional purpose are particularly interesting. Most design business gifts represent product groups that are typical for most homes and interiors. For a design business gift to be successful it should preferably be an everyday product that most households already possess. It should be visually interesting and have a functional idea. An optimal new product is one that takes all these facts into account, but in a new way that differs from other similar already existing products.

See pictures 30-51 for a few examples of the current design business gift market.



30. Hackman



36. Risto-Matti Ratia



31. Arabia



32. Nounou Design



33. Iittala



34. Marimekko



35. Tonfisk Design





37. *Sunglobe*



38. *Sunglobe*



39. *Sunglobe*



40. *Orrefors*



41. *Saga Form*



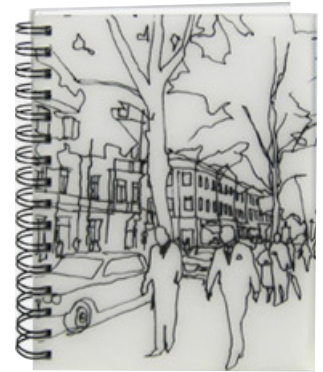
42. *Sunglobe*



43. *Sunglobe*



45. *Sunglobe*



46. *Marimekko*



47. *Woodoo Design*



48. *Kotona Design*



44. *Artek*



49. *Saga Form*

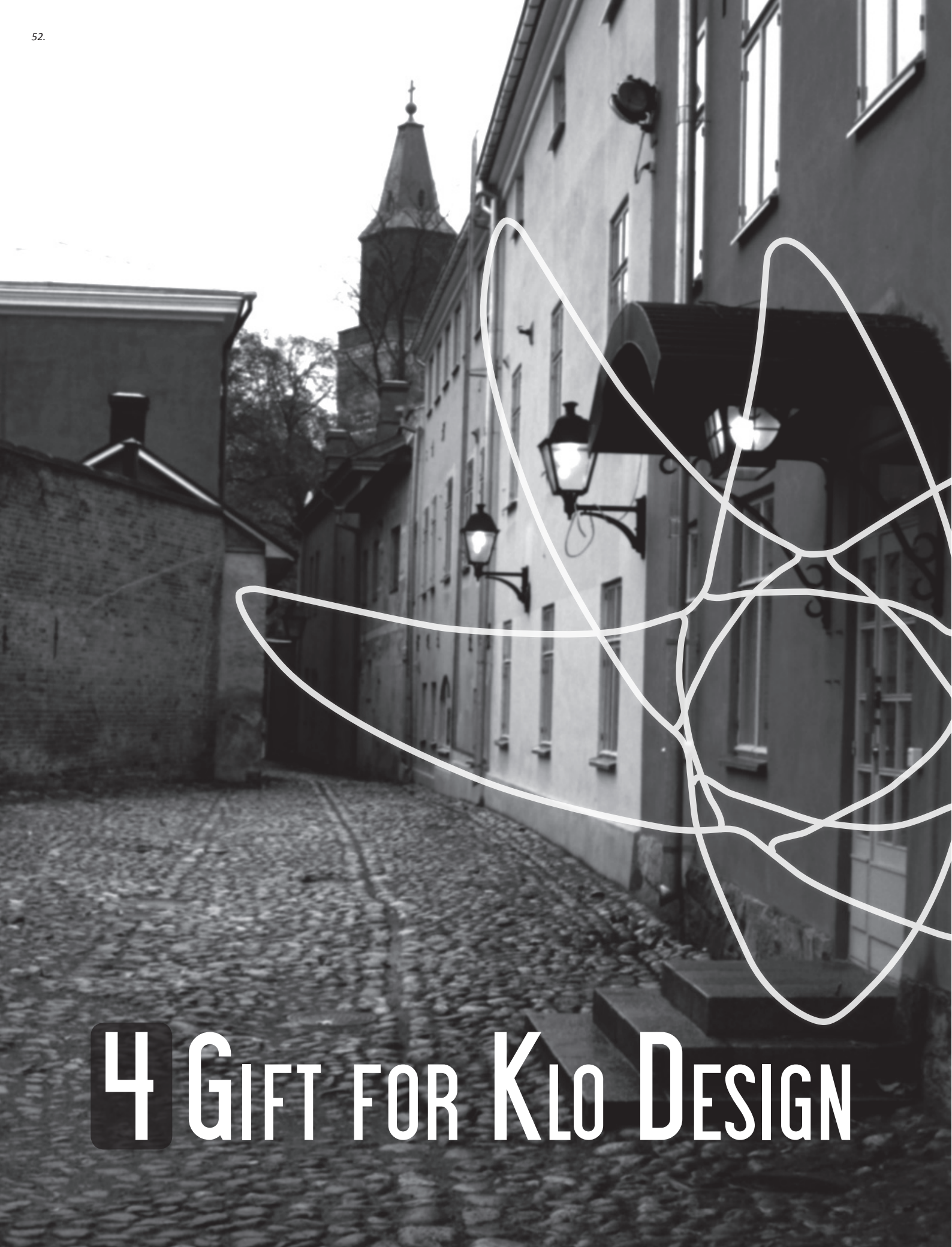


50. *Finlayson*



51. *Amfora*





# 4 GIFT FOR KLO DESIGN



## 4.1. THE NEEDS OF KLO DESIGN

Klo Design is not a well known brand on the business gift market. This means their business gift products cannot be too strange or different not to startle the new customers. They need a product that is easily comprehended, accepted and familiar to the customers. However, the product has to have a new perceptual or functional idea in order to stand out.

For a product to be successful on the market it has to stand on three legs; 1) technical function 2) profitability and 3) customer satisfaction. When all these are fulfilled the usage of the product is successful for all interested parties. *(Hyysalo. 2006. s. 5-6)*

Klo Design's products are mainly textile products, which tend to attract mostly female customers. For a product to be suitable as a business gift it has to be appealing to both sexes and all ages. It has to be a classic design product that represents both the producer and the giver. It should be easy to give without knowing the receiver, which means it should be a product that is not a collection series nor should it be a product that a household usually only have one of (such as a toaster). The product should be flexible, fit most households and not take up a lot of storage. Most important, the product should be suitable as a business gift for as many companies as possible.

Except for being suitable for the giver and the receiver, the product should be suitable for Klo Design's collection. It should reflect Klo Design's visual and functional aims and their ecological and ethical values. The product should be easy to produce, not demand big investments and be affordable for Klo Design. The product should preferably be produced by a supplier or in cooperation with one.

# DESIGN BRIEF

## CLIENT

### **Klo Design Ltd.**

Eerikinkatu 22a  
10100 Turku, Finland  
tel. 050 572 6199  
info@klodesign.fi

## CONDUCTER

### **Hanna Östman**

## ASSIGNMENT

Interior design and gift product development for Klo Design's collection.

## GOAL

The goal of this project is to develop a product for Klo Design's collection that fills the demands of a successful interior design product and a (business) gift.

## BACKGROUND

Klo Design started in 2004 during a design project at Turku University of Applied Sciences where furniture design, textile design and fashion design students were put together to create a coherent collection for markets in Japan.

The project in 2004 developed into a company, whose idea was to gain experience through real life challenges and help the designers get their own products on the market.

At the moment Klo Design is run by four designers - textile designers Hanna Ojala and Satu Pursiainen, furniture designer Dani Aavinen and fashion designer Petra Pursiainen. Though most of Klo Design's products are textile product, Klo Design differs from other textile companies by offering dining table series and shelves to match the whole.

Klo Design's collection consists of three product groups:

- bags and purses
- interior design textile products and fabrics
- furniture and small objects

Right now the company needs completion of small products, since the collection consists of 90 % textile products. The collection also lacks products that men can buy and companies can give as business gifts, since Klo Design's current collection attracts mainly female customers.

## DEMANDS

The goal is to develop a product that fills the need listed below and suits the form language of Klo Design's collection. The product should also be functionally successful and offer commercially successful opportunities.

- Small object
- Hard object (not textile)
- Competitive and suitable for its time
- Flexible and versatile
- Possible to produce in Finland
- Suitable for Klo Design's style and classic collection
- Suitable for Klo Design's customers' style and taste
- Simple and smart
- Special and stands out
- Innovativeness

## SPECIAL REQUEST

A special request is that the product's initial production costs are small, so that it can be introduced to the market in a flexible way without making big investments.

In the planning of the product the possibility of raising the production capacity according to the rise of demand should be taken into account.

## INDEX OF MATERIAL

- Written background research and process presentation
- Prototype

## TARGETGROUP

The product is aimed for Klo Design's customers, who appreciate design and are aware of ethics and Finnish quality.

## PRICE CLASS

Consumer price under 130 €

## TIMETABLE

Week	:	Assignment
38		Brief
50		Sketch meeting 1
2		Sketch meeting 2
8		Prototype meeting 1
11		Prototype meeting 2
		Final production decisions
13		Handing of written part
20		Project finished

## 4.2. KLO DESIGN AS A SUPPLIER OF BUSINESS GIFTS

The SWOT-analysis is a strategic planning tool used to evaluate the strengths, weaknesses, opportunities, and threats involved in a project, business venture or in any other situation of an organisation requiring a decision in pursuit of an objective. It helps companies monitor the market environment internal and external to the organization. (Gouda. 2008. p. 5). In this case the SWOT analysis will be used to evaluate Klo Design's future entry in the business gift market. See *Table 5. SWOT-analysis of Klo Design's Business Gift Seller Potential*.

Based on the analysis in *Table 5*, the following conclusion can be made. Klo Design needs a product that can be produced in both small and big series. Its initial production costs should be small and the product should be easy to produce with few

second-rate products. The products final price tag should be affordable for most companies but expensive enough to create value around the product.

When marketing the product Klo Design should emphasise their ecological and ethical values as a supporter of Finnish production and labour. Their ability to offer tailor-made solutions should also be pointed out.

The product's form should preferably suit men and women as well as all ages. It should therefore be a classic Scandinavian/Finnish product that foreigners also find attractive. The product should blend in and suit most homes and interiors but still have a witty detail, which draws attention to it.

<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• Klo Design is an ethical, ecological and all-Finnish company, which are features that most Finnish companies want to possess.</li> <li>• Klo Design has both trendy and classic products, which together can appeal to a wider audience.</li> <li>• Klo Design is a small company that can offer compromised solutions (even though the order might be small)</li> </ul>	<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• Klo Design produces small volumes, which can make their production difficult, inflexible and/or expensive.</li> <li>• Klo Design is not yet a well known brand, which means people might not know what their products stand for.</li> <li>• Men evaluate the brand as “feminine”</li> <li>• Klo Design does not yet have any contacts in the business gift market</li> <li>• Klo Design cannot afford any major investments at the moment</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• The business gift market is growing and its importance increasing. All types of gifts are needed.</li> <li>• The business gift market often involves big orders that are economically profitable.</li> <li>• Receivers of business gifts get introduced to brands that they might not have been introduced to otherwise.</li> <li>• Economic depression – redistribution of market shares</li> </ul>	<p><b>Trouble:</b></p> <ul style="list-style-type: none"> <li>• Companies tend to choose already known brands that the receivers easily recognize</li> <li>• Big orders might cause difficulties for small companies</li> <li>• Many competitors that are already known to the customers</li> <li>• Economic depression – might be an obstacle for financing new projects.</li> <li>• The range of gifts already existing on the market is big.</li> </ul>

Table 5. SWOT-analysis of Klo Design’s Business Gift Seller Potential.

## 4.3. TARGET GROUPS

Collecting information about usage and users is one of the key skills of product development. It is important to know for who a product is being developed and what wants and needs the users of the product have. *(Hyysalo. 2006. p. 1).*

Segmentation, which is the opposite to mass marketing, has proven effective when it comes to selling services and products that can be modified for the different needs of the different customer segments *(Ylikoski. 1999. p. 46-47)*. Since Klo Design is interested in selling products as business gifts to companies, they are willing to customise products and make tailor-made offers and gift ensembles to their customers.

In the segmentation process one should take the following facts into consideration; the characteristics of the different customer segments, the needs and wants that the product should satisfy within the segments and usage factors. When investigating customer characteristics demographic information is often used such as age, education, income, family, place of residence, etc. Customers buy a product to fulfil a need or a want. Based upon this need or want the customer can be placed

in a segment. The third segmentation factor mentioned above, usage factors, tells us in what way the product is used on a daily bases. What does the usage process look like? How often is the product used? *(Ylikoski. 1999. p. 49-54).*

The needs and wants of Klo Design's customers can be divided into 1) need for a gift, 2) need for a business gift, and 3) need for the product for own use. Group 1) will be analyzed separately while group 2) and 3) will be handled as one group, that is, as private customers.

The demographic information taken into account in group 1 will be; the size of the company and their potential business gift receivers. In group 2 and 3 (private customers) age and style will be taken into account.

In all segments the customers' origin is assumed to be Finnish, all though a receiver of a gift or business gift might be a foreigner. The usage of the product will be the same for all segments; as a candle holder/pot warmer.

## Business customers

In this project the potential business customers will be divided into three groups based on their size and for whom they need business gifts. See *Table 6. Business Customers*. Group 1 consists of big companies that typically give almost everybody involved in the company gifts at some occasion. Group 2, which consists of middle sized companies typically, gives business gifts to important business contacts and more seldom to employees and management. Group 3 consists of small companies that seldom give business gifts to anyone. When they do, they mainly give them to very important business contacts. This estimation is based on the assumption that the bigger a company is, the more business gifts it can afford and need to give out.

Group	Size	Receivers
1	Big	Employees, business contacts, management, owners, etc.
2	Medium	Important business contacts, (employees), etc.
3	Small	Important business associates

*Table 6. Business Customers*

## Private customers

In the segment below (see *Table 7. Private Customers*), the users' age and style are taken into account. Based upon these factors Klo Design's potential users will be divided into two groups. This division is based on the assumption that young people tend to have a trendier style while middle aged and seniors tend to appreciate classic design.

When it comes to the needs and wants of the customers it is important to draw a line between buying the product for one self or as a gift for somebody else. In this segmentation the receivers will be analyzed since the product ultimately is intended for them.

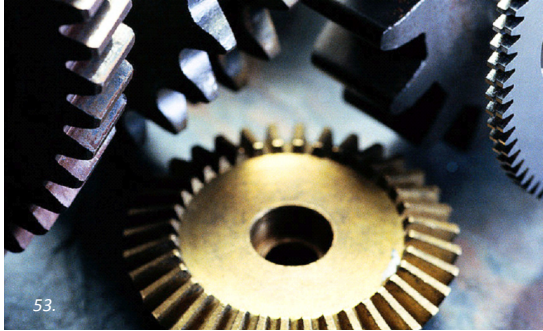
Group	Age	Style
4	Young	Trendy
5	Middleage to senior	Classic

*Table 7. Private Customers*





67.



53.



54.



55.

Group 1 Big Companies



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57.



58.

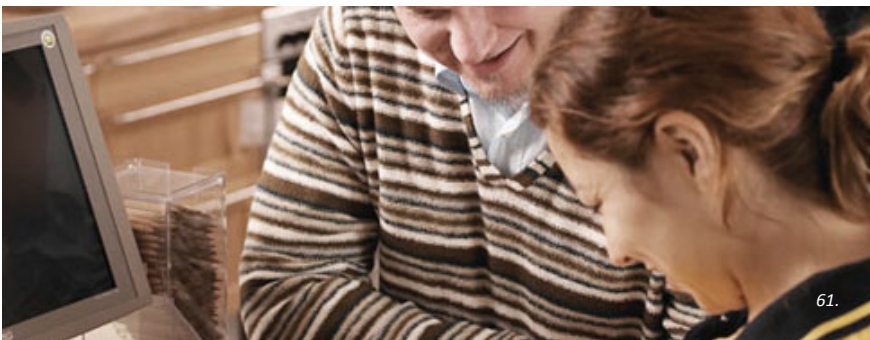


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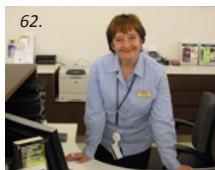


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Group 2 Medium sized Companies



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64.



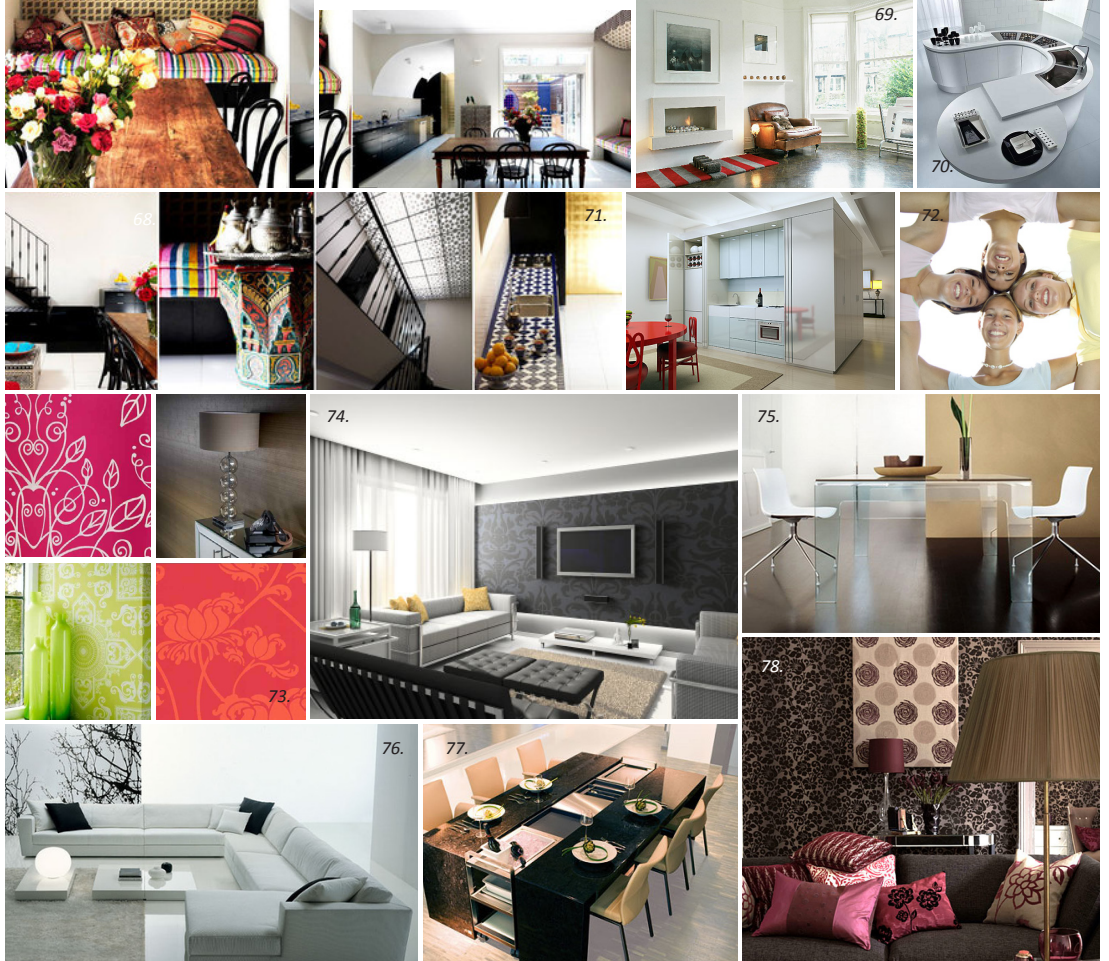
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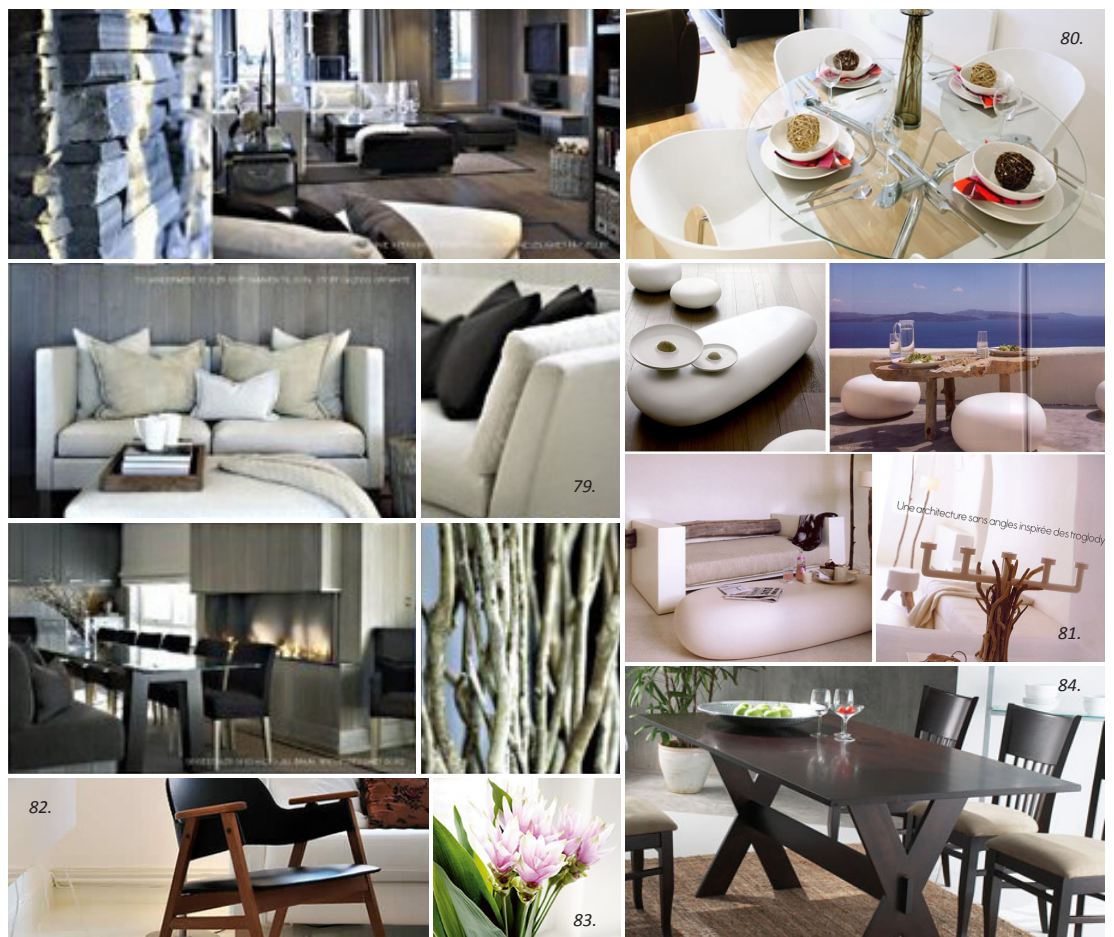
66.

Group 3 Small Companies





Group 4 Young and trendy



## 4.4. VISUAL AIMS

Preferable visual features of the product are that it is visually suited for Klo Design, Klo Design's previous collections and Klo Design's existing and potential customers. It should suit Klo Design's classic collection, especially the dining table series Heron (see picture 10) and the pattern Cissus (see pictures 5, 8, 16, and 17) that suits all age groups and both men and women.

The form language should preferably be Finnish/Scandinavian with clear lines and no unnecessary forms. Klo Design specifically asked for an asymmetrical form that has a touch of nature.

The visual appearance of the product should be special and stand out and in the same time be suitable for its time and according to the visual trends on the market.

The product should preferably convey a visual feeling of elegance, classic beauty and harmony. It should create a pleasant mood in the room and create a visually interesting effect on the table. Though it should suit classic interior designs it should also be suitable for trendier and younger styles.

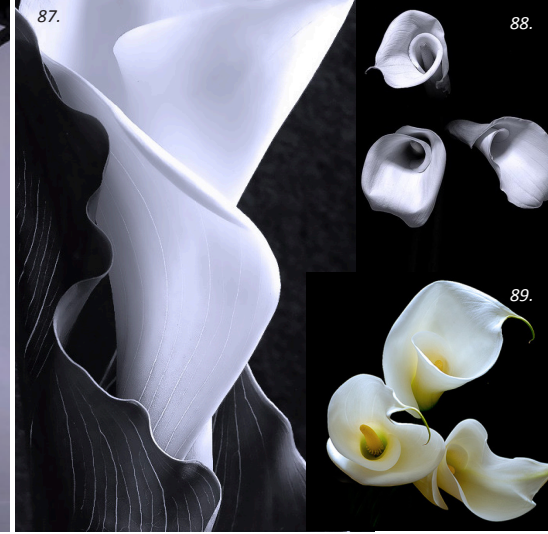




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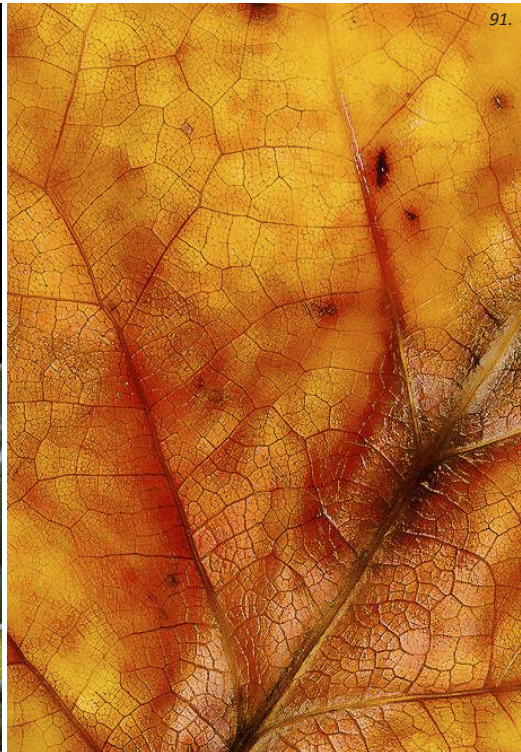
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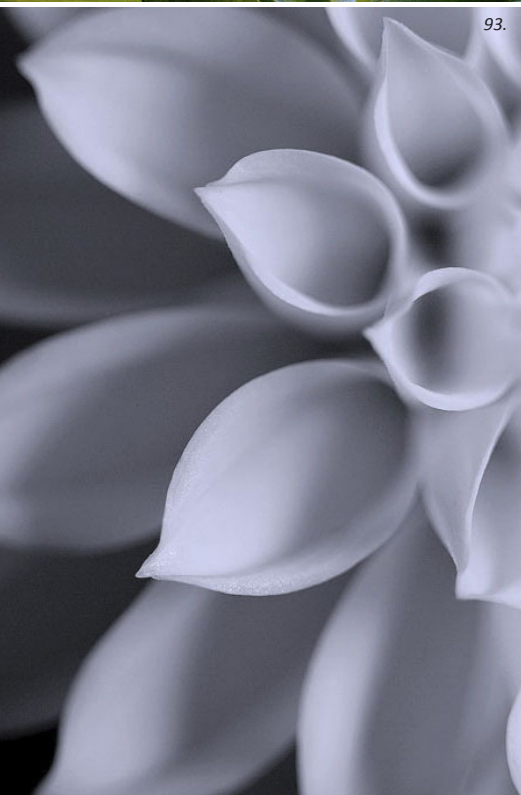
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94.



95.



## 4.5. FUNCTIONAL AIMS

In the making of a functional product the well know slogan “form follows function” by Sullivan comes in handy. The functional purposes of the product will lead the way when giving the form. The product need not only work properly, it should also signal its purposes and safe usage to the user.

The goal of the product to be developed in this project is that it is always in use and does not end up hidden in a cabinet. This means it has to fulfil the demands of a useful product.

As the product should be flexible and multi functional it has to be easy to produce in order to keep the production costs down. The product should be simple and smart and therefore perform traditional tasks in a new interesting way.

Klo Design asked for a product that can be put on a table, more specifically, their Heron dining table series (see picture 10). The product should have a functional purpose besides from being decorative.

## 4.6. PRODUCTION AND MARKETING

### 4.6.1. INDUSTRIAL PRODUCTION

According to Klo Designs’ wishes the product will be produced by a supplier outside the company. What supplier gets chosen depends on the choice of material, price quality and place of origin of the production company. Finnish companies positioned close to Turku with good production quality and affordable prices are considered the best options. The producer should also be willing to produce small amounts at least at the beginning.

As mentioned in the Design Brief (p. 38-39) Klo Design especially appreciates a product whose initial production costs are small, so that it can be introduced to the market in a flexible way without making big investments. In the planning of the product the possibility of raising the production capacity according to the rise of demand should be taken into account. Further about this subject in chapter 6.4. *Materials and production methods.*

## 4.6.2. PRICING

As the product is to be marketed as a design business gift produced in Finland, its price will be according to price group 4 “Black label whisky” (see price groups in chapter 3.3.). This means that the product’s consumer price should be between 30 and 80 € according to Mikluha (1997, p. 10). Since that recommendation was written over 10 years ago (since when prices have gone up and companies invest more in business gift), the consumer price of the product will be around 100 - 130 € for this product. The price of the product will be calculated based on the premises in *Table 8. Price Calculation.*

Material and production costs
+ Marketing and development costs
-----
Total costs
× 2
-----
Retailer price
× 2
-----
<b>Consumer price</b>

*Table 8. Price Calculation*

According to this calculation the total costs of the product can be maximum around 25-32,5 € for the product to cost 100-130 € to the consumer.



## 4.7. PRODUCT FEATURE CONCLUSION

### Visual features

#### The product should:

- have a form that follows its function
- signal its purposes and safety to the user
- be stylish, elegant and according to Klo Design's and their customers' style and taste
- suit Klo Design's "classic collection"; the pattern Cissus and the Heron dining table series
- have a Finnish/Scandinavian form language
- be simple and have no unnecessary forms
- be unsymmetrical and have a touch of nature
- be special and stand out
- be small
- be suitable for its time

### Functional features

#### The product should:

- be safe
- be durable
- be flexible and multifunctional
- be stable
- always be in use
- be smart and interesting
- perform traditional tasks in a new way

### Marketing features

#### A good business gift:

- suits both sexes, all ages and all nationalities
- reflects good associations with the giving company
- does not break any cultural or societal taboos
- is not too large for carry-on
- has a function or clever idea
- is not too private
- has nice wrapping consistent with the product
- does not break or spoil easily
- does not cost over 30 % of the receivers monthly salary
- is competitive
- is affordable – costs the consumer 100-130 €

### Production features

#### The product is to:

- be produced by a supplier outside the company
- have low initial costs
- have flexible production
- be produced in Finland
- have good quality
- be easy and cheap to produce
- be ready to go straight to production
- have a total production and material costs to Klo Design under 11 € / product

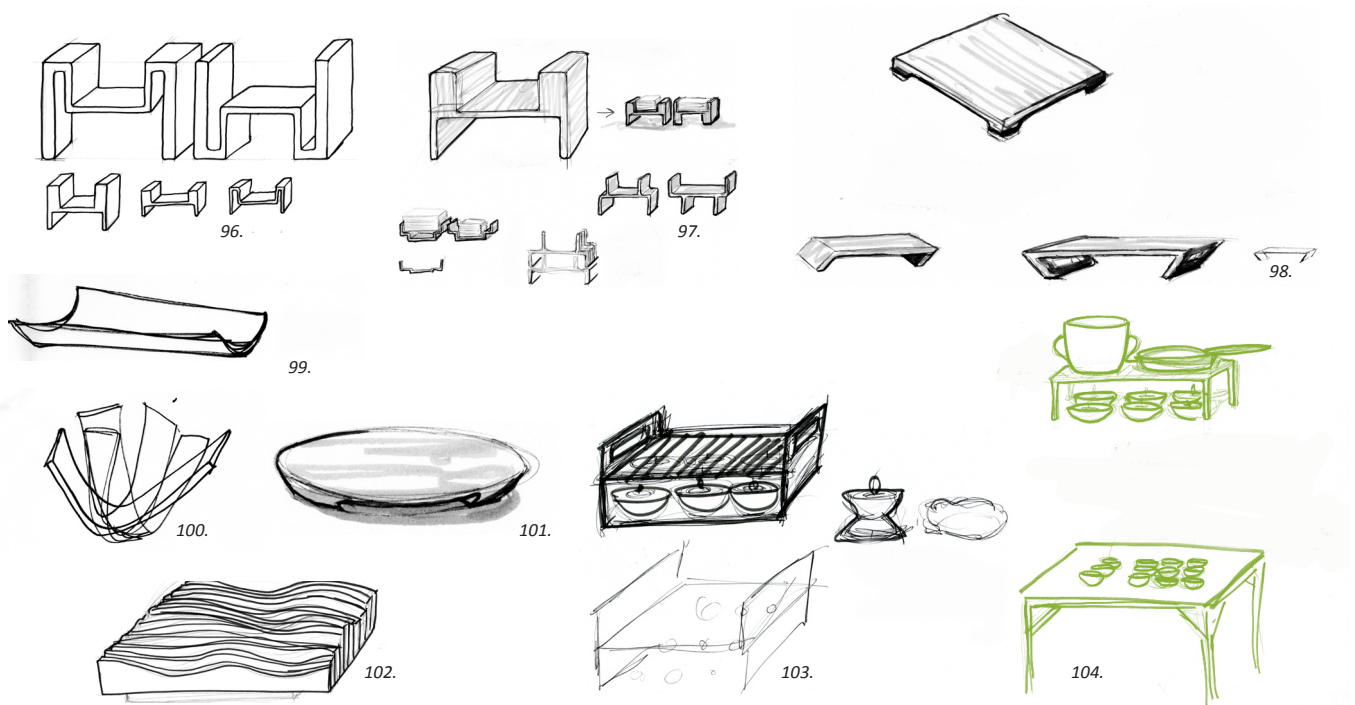
## 4.7.1. WHAT PRODUCT?

### Alternative products

Taking the demands of Klo Design's Design Brief (see p. 38-39) into consideration, as well as analysing the existing business gift market, I came to the conclusion that the product should be a traditional, small and functional object with a new idea or feature. It should be made of a hard material and have its place on a table. I started sketching different versions of bread baskets, trays, bowls, fruit bowls, napkin holders, candle holders and pot warmers.

### Choice of product

While sketching it hit me that pot warmers generally are massive and takes up a lot of space. This gave me the idea of creating a pot warmer that can be left on the table without looking like a pot warmer. As I told Dani Aavinen and Hanna Ojala at Klo Design about this idea, they got interested and we decided to develop a pot warmer/candle holder. A pot warmer/candle holder can be given to anybody since it is not particularly female, male nor aimed at a certain age. It also suits most givers in the Finnish market.



# 5 CANDLE HOLDERS AND POT WARMERS



## 5.1. WHAT IS A CANDLE HOLDER?

When searching the Internet many variations of candle holders can be found. They are made of almost any materials and come in all sizes, forms and styles. Candle holders are according to my findings on the Internet used for holding a candle, for creating a mood, security reasons or for spreading light.

## 5.2. WHAT IS A POT WARMER?

A pot warmer is any kind of device or product that can keep a pot, containing food, warm.

Pot warmers can be divided into three groups: 1) electronic devices, 2) candle driven warmers and 3) oil driven warmers. Most electronic devices look the same and work in merely the same way. See pictures 112-115 . Among candle driven warmers more variation can be found. A typical pot warmer with candles either have the features of a fondue set (see pictures 105, 109, 110 and 118), is a tea or drink warmer (see pictures 107, 111, 116 and 119) or consists of a metal holder with candles placed under (see picture 106, 108 and 117). When it comes to fondue sets customers can choose among many forms, styles and purposes. Most fondue sets are intended for melting chocolate or cheese. It is generally a hot dish with something melted, in which pieces of food, such as bread, meat, or fruit are dipped or cooked. (*Answers.com, 2008*).

The oil driven pot warmers generally work and look like the candle driven pot warmers. The main difference is that oil driven warmers can achieve a higher temperature and therefore be used for foods that require that.

## 5.3. CANDLE HOLDERS / POT WARMERS ON THE MARKET

The market is flooding over with pot warmers with candles as a source of heat. The examples mentioned above such as fondue sets and metallic candle holders on which the pot is placed are easy to find. Candle holders / pot holders that can be used as a decoration while not in use, on the other hand, are not especially common. By searching the Internet for candle holders and pot or food warmers I found the examples presented here. See pictures 105-135.





106. Ikea



107. Teaposo



108. Indian Food and Spices



109. Swissmar



110. Beka



111. Beverage Factory



112. Bunn Coffee Makers



113. Aveda Institute



114. Buy Nail



115. Art Nouveau Rechaude by WMF



116. Drinkstuff



117. Wild Wood Ovens



118. Pfaltsgraff



119. Design Sponge



120. Lekker Home



121. Rose and radish





122. *littala*



123. *littala*



124. *Design House Stockholm*



127. *littala*



125. *Eva Solo*



126. *Menu*



128. *Sagaform*



129. *littala*



130. *Design House Stockholm*



131. *Muuto*



132. *Muuto*



133. *Muuto*



134. *Menu*



135. *Sagaform*

## 5.4. LAW LEGISLATIONS

When it comes to products with fire or candles, there are certain laws and safety aspect to take into account in the product development. Below these are stated according to Finland's Consumer Agency (*Suomen Kuluttajavirasto, 2008*)

### 5.4.1. SAFETY REGULATIONS REGARDING CANDLES

The Consumer Agency in Finland gives candle holder producers certain directions concerning safety, installation and marking of candles on their website. These directions are based upon the product usage and safety laws, (914/1986) and (97/1987), and concerns ordinary candles, candle lamps and gel candles that are meant for both indoor and outdoor usage. (*Kuluttajavirasto, 2001, s. 2*)

#### A candle holder:

- cannot contain materials that burn easily such as dried flowers or fruit
- cannot get too hot to move or touch
- should not have a flame high enough to burn the users fingers
- cannot produce air so hot that it burns the user (that is, not warmer than 60°C)
- should not under any circumstances be warmer than 180°C anywhere
- should not break easily
- should not fall or tip over easily

- should be made of materials that burn
- must be safe even when the candle burns down
- should not contain candles that are closer together than 3 cm

(*Kuluttajavirasto, 2001, s. 2-3*)

A candle holder has to contain markings concerning usage and warnings. These markings have to be placed on the product, on the package or in the package with the product and be in both Finnish and Swedish.

#### A tea light candle:

- should only be placed on a surface that endures heat and fire
- should be burned on a safe distance from flammable materials
- should not be left without supervision
- should not be moved during usage
- should be extinguished by suffocation

(*Kuluttajavirasto, 2001, s. 3-4*)

## 5.4.2. SAFETY REGULATIONS REGARDING FOOD

According to the Finnish Laws on preparing and storing food (SLV FS 1987:14) the following regulations must be followed when serving food on a buffet.

- Warm food on the buffet must be at least 60 °C.
- Most foods should be removed after one hour of serving
- All leftover food from a buffet must be thrown away
- Avoid keeping vegetables warm on a buffet

### Typical warm buffet foods:

- Pie and other puff paste dishes
- Crepes and blinies
- Pasta dishes
- Toast and other bread dishes
- Egg based dishes
- Soup
- Risotto
- Gratin

*(Hallberg ja Hjelmberg, Matlagning, 1996, s. 150-159)*

# 8 EVALUATION

## 8.1. EVALUATION OF THE PRODUCT

The product developed in this project is a candle holder and a pot warmer named Lilja. Lilja will probably be used as a candle holder 99 % of its time in use, which makes it mainly a candle holder. As a candle holder the product stands for classic beauty, stylishness and timelessness. Its appearance can be varied by using several candle holders and placing them together or separately. It is safe in use and does not break easily.

Lilja, in the use of a pot warmer, is a stylish and new way to keep food warm. The contact surface of Lilja can be adjusted to suit the size and form of the pot or the baking mould by placing the modules in different ways. Pot warmers demands thoughtfulness regarding safety. The main risks associated with keeping food warm on a set of Liljas are that the food gets too warm or that the pot accidentally falls off. These problems come with most pot warmers. Therefore Lilja must be sold with careful instructions on how to use the product.

## 8.2. EVALUATION OF THE PROCESS

The process, beginning with the search of an idea for a product for Klo Design, has been giving and long. The development of the product has mainly followed the advice given by mentors and Klo Design and the time table has been realistic and executed without problems.

The development process of Lilja has been successful. Some issues could however have been done differently. The temperature tests performed gave vague results that are hard to rely on. The temperature was difficult to measure and gave different outcomes when repeated. It was positively surprising, though, to see how much the temperature can be adjusted. Lilja is thereby a flexible product suitable for most types and amounts of food.



## 8.3. FURTHER DEVELOPMENT OF THE PRODUCT

In the making of the prototypes the ceramic mass shrunk more and the glazing required more space than I anticipated. This means that the biggest tea light candles on the market do not fit. In the making of a new prototype it is important to enlarge the hole for the candle taking these factors into account.

In this project, the glazing colour of the product is a glossy white. When a suitable producer of the product is chosen and if the material chosen is ceramics, the glazing has to be carefully tested so that it is not too slippery. A matte glazing, on the other hand, might cause the pot to leave marks on the surface, which means the glazing has to be something between matte and glossy.

It would have been interesting to see a glass version of the product as well as the ceramic. The character of the product might change significantly. Because of the limited time resources and extent of the project this is conveyed to future development.

Overall the product is close to its final outcome. Further development will be done in co-operation with the chosen producer, since their techniques and production possibilities most likely will affect the form and material of the product.

## 8.4. FEEDBACK FROM KLO DESIGN

### ENGLISH:

The product conforms very well to the goals stated in the design brief and its form language suits Klo Designs collection, especially the pattern Cissus and the dining table series Heron.

The product designed by Östman has a function to which it is well adapted. The product has been tested by usage and has been found functionally successful. The product also works well as an interior design object. These factors taken into account, the product should work very well as a business gift for the middle and upper management of a company.

Production factors and the price formation of the product have been taken into account in the choosing of material and designing of the product. Potential producers have been contacted for further information. Especially when the product material is glass, the price of the product is reasonable, which helps increasing the sales volumes. Though, from the perspective of a small company, the initial costs and the risks are considerable. As a ceramic object, on the other hand, the product appears somewhat massive.

The data acquisition and the analyses have been thorough and have given us more tools for developing our business plan and product collections. The examination project proceeded well according to the timetable. Östman delivers very multidimensional and qualitative work independently. Her business education is apparently useful also in developing products. The project proceeded in good cooperation and the final outcome is, from Klo Designs point of view, a big success.

### SUOMEKSI:

Tuote vastaa erinomaisesti design briefissä asetettuihin tavoitteisiin ja se sopii muotokieleltään hyvin Klo Designin mallistoon, erityisesti Cissus-pellavatekstiilien ja Heron-ruokailuryhmän kanssa.

Östmanin suunnitteleamalla tuotteella on käyttöfunktio, johon se soveltuu hyvin. Tuotetta on testattu käyttötarkoituksensa ja se on todettu toimivaksi. Lisäksi tuote toimii myös koriste-esineenä. Nämä ominaisuudet huomioiden tuote sopinee varsin hyvin keskijohdon ja ylemmän johdon liikelahjaksi.

Tuotantotekijät ja loppuhinnan muodostuminen on huomioitu tuotteen suunnittelussa ja materiaalivalinnoissa kohtalaisen hyvin, ja näihin asioihin on hankittu tietoa potentiaalisilta alihankintayrityksiltä. Erityisesti lasista valmistettuna tuotteen kuluttajahinta saataisiin varsin kohtuulliseksi, jolloin myös myynnissä olisi mahdollisuuksia volyymin kasvattamiseen. Pienyrityksen kannalta kuitenkin ongelma on suurissa aloituskustannuksissa ja siten riskeissä. Keramiikasta valmistettuna taas tuote on muotoilullisesti hieman raskas.

Tiedonhankinta ja analyysi ovat olleet mielestämme kattavia ja antaneet jo itsessään lisää työkaluja liiketoimintamme ja mallistomme kehittämiseksi. Opinnäytetyöprojekti eteni erinomaisesti aikataulussaan. Östman tekee erittäin moniulotteista ja laadukasta työtä itsenäisesti. Kaupallisen alan koulutuksesta on selvästi apua myös tuotesuunnittelussa. Työ eteni hyvässä yhteistyössä ja työ on kokonaisuutena Klo Designin kannalta erittäin onnistunut.

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139. Sketch 010
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255. Lilja 021
256. Lilja 022

# DESIGN BRIEF

## TOIMEKSIANTAJA

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## OPINNÄYTETYÖN SUORITTAJA

**Hanna Östman**

## TEHTÄVÄNANTO

Sisustus- ja lahjatuotteen suunnittelu ja tuotekehitys Klo Designin mallistoon.

## TAVOITE

Projektin tavoitteena on kehittää tuote Klo Designin mallistoon, joka täyttää onnistuneen sisustus- ja (liike)lahjatuotteen vaatimukset.

## TAUSTA

Klo Design sai alkunsa vuonna 2004 alkaneesta Turun Taideakatemian muotoilun kouluprojektista, jossa huonekalu-, tekstiili- ja vaatesuunnittelun opiskelijat koottiin yhteen tarkoituksena luoda yhtenäinen mallisto Japanin markkinoille. Kouluprojektin pohjalta vuonna 2005 perustettiin oikea yritys, jonka ajatuksena oli tehostaa opintoja todellisten haasteiden kautta sekä saada omia tuotteita markkinoille. Ensimmäisen kerran Klo Design esitteli tuotteitaan yleisölle elokuussa 2006.

Tällä hetkellä Klo Designin muodostavat neljä muotoilijaa – tekstiilisuunnittelijat Hanna Ojala ja Satu Pursiainen, huonekalusuunnittelija Dani Aavinen sekä vaatesuunnittelija Petra Pursiainen. Vaikka suurin osa yrityksen tuotteista onkin tekstiilituotteita, niin muista tekstiilialan yrityksistä Klo Design erottuu sillä, että siltä saa myös kokonaisuuteen sopivia ruokailuryhmiä ja hyllyjä.

Klo Designin mallisto koostuu kolmesta tuoteryhmästä, joita ovat:

- kassit ja laukut
- sisustustekstiilit ja metrikankaat sekä
- huonekalut ja pientuotteet.

## VAATIMUKSET

Tällä hetkellä mallisto kaipaa eniten täydennystä juuri pientuotteista, sillä yritys on noin 90 % tekstiiliyritys. Mallisto kaipaisi myös tuotteita, joita miehetkin voisivat ostaa sekä tuotteita, joita yritykset voisivat antaa liikelahjoina, sillä tällä hetkellä mallisto puhuttelee lähinnä naispuolisia asiakkaita.

Päämääränä on suunnitella edellä kuvattuun tarpeeseen soveltuvat tuote, joka sopii muotokieleltään Klo Designin mallistoon. Lisäksi tuotteen tulee olla toimiva ja sillä tulee olla mahdollisuudet kaupalliseen hyödynnettävyyteen.

- Pienesine
- Kova esine (ei tekstiilituote)
- Kilpailukykyinen ja aikaansa sopiva
- Joustava ja monikäyttöinen tuote
- Valmistaminen Suomessa mahdollista
- Klo Designin tyyliin ja entiseen klassiseen mallistoon sopiva tuote
- Sopii Klo Designin asiakkaiden tyyliin ja makuun
- Tuote, joka on yksinkertainen ja fiksu samalla, kun se on erikoinen ja erottuu joukosta
- Innovatiivisuus

## ERITYISTOIVE

Erityisen toivottavaa olisi, että tuotteen valmistuksen alkukustannukset (muotit ja koesarja) eivät olisi kohtuuttoman korkeat, jotta tuote voidaan saada joustavasti markkinoille ilman suuria investointeja.

Markkinoille saattamisen jälkeen myös tuotantokapasiteetin nostaminen kysynnän mukaan olisi hyvä huomioida jo tuotetta suunniteltaessa.

## LUETTELO AINEISTOSTA

- Kirjallinen taustatutkimus ja prosessikuvaus
- Prototyyppi

## KOHDERYHMÄ

Tuote on tarkoitettu Klo Designin asiakkaille, jotka arvostavat muotoilua ja ovat tietoisia eettisyydestä ja suomalaisesta laadusta.

## HINTALUOKKA

Kuluttajahinta alle 130 €

## PROJEKTIN AIKATAULU

Viikko	:	Tehtävä:
38		Briefin antaminen
50		Skissitapaaminen 1
2		Skissitapaaminen 2
8		Prototyyppitapaaminen 1
11		Prototyyppitapaaminen 2
		Lopulliset tuotantopäätökset
13		Kirjallisen osan luovutus
20		Projekti valmiina



