

## AWARD-WINNING DESIGN

A NEW DESIGN ENCLOSURE FROM ELMA: ID-BOX 16



reddot award 2014  
winner

**With the iD-Box 16, Elma introduces a housing on the market for the first time that is manufactured with millimeter accuracy free of the restrictions of standard designs. But the company is also breaking new ground in other ways. The housing manufacturer is tapping into a new market with its award-winning design.**

For some time now, measuring and test equipment manufacturers have been moving away from the 19" standard. Although such devices no longer rely on plug-in cards, many table housings are still offered in standardized rack units and separations. "We wanted to design a new housing from scratch that can be ordered with millimeter accuracy rather than in the standardized heights and widths," explains Stephan Grüniger, Product Manager at Elma. The housings of the new iD-Box 16 platform are manufactured with millimeter precision in all three dimensions. The product manager is also convinced that technology and aesthetics will come together in the future, even for industrial products: "A housing has to reflect the value of the product. These are often expensive, high-end devices whose exteriors should also communicate their exceptional quality," Grüniger says.

The iD Box should provide customers with new, individually-tailored opportunities to present their devices on the market. The housing platform allows customers to customize the color and printing in addition to some shape variations. Selectable control elements also help create a unique corporate design.

## NO LONGER STRICTLY FUNCTIONAL

Aesthetic ideas were incorporated into the design alongside practical considerations. Grüniger comments: "As far as the shape goes, we wanted to do something new. Since we are no longer restricted by a standard, we could break new ground." In cooperation with industrial designers and design engineers, a design was created that is easier to produce and offers added value to the

customer at the same time. The front is angled in such a way that the controls always remain visible, regardless of whether the operator sits or stands in front of the device. For the same operating convenience, housings in the past all had feet and a handle for easier carrying. "Here, we have combined both functions in a single design element," explains Grüniger, adding: "As this example shows, we felt it was important to combine form and function in an aesthetic way throughout the entire development process."

The idea of participating in a design competition came about while working with the industrial designers, as Grüniger says: "I wanted to get an objective opinion. In order to be able to say that we are good at design, we also have to prove it. Receiving the Red Dot Design Award confirms that we are moving with the times and are on the right track."

## COMPETITIVELY PRICED DESPITE OFFERING INDIVIDUALIZED SOLUTIONS

To keep the product marketable, the price must be comparable to that of traditional solutions. Elma accomplishes this through a number of improvements: Although the side

walls were doubled in the past - a decorative exterior and an interior wall that everything was attached to - the new housing only has single side walls. The electronic components are assembled directly onto the base. This not only reduces the weight, material usage, and costs, but also offers better access from the top. Because everything is fastened from the back or from underneath, no mounting components are visible from the outside of the new housing.

The new structure is simpler and consists of fewer parts than conventional housings. In addition, only one type of screw is used, which significantly reduces the parts list and the assembly time. The new housing platform is completely custom made, meaning there are no longer any redundant threads or holes. Keeping production costs down was one of the most important criteria from the outset: "Producing a customized solution in the past quickly became expensive. Now we can offer almost any size within the usual budget," says Grüniger.

## ABOUT ELMA

Elma Electronic AG continuously convinces with innovative, custom-specific solutions and developments to meet the highest requirements in terms of quality, reliability and performance.

### Electronic Packaging

We are a leading provider of electronic packaging solutions. Our product portfolio ranges from components, storage boards, backplanes and chassis platforms to fully integrated subsystems. Furthermore we offer enclosure solutions as well as a frontpanel service with digital printing.

### HMI and Rotary Switch Solutions

With our vast portfolio of Rotary Switches, Selector Switches, Coded Switches and Encoders as well as our HMI-Solutions we offer our customers a comprehensive range of high qualitative solutions. Elma's history in rotary switches, coded switches and encoders is written in the pages of our customer's success stories.

## RED DOT DESIGN AWARD



### reddot award 2014 winner

The international design competition recognizes outstanding design in the areas of product design, communication design and design concepts. The "red dot" is an internationally recognized quality label for excellent design.

In the year 2014 have 1816 manufacturers, designers and architects from 53 countries submitted their latest products and projects. The jury consists of 40 experts and award the best works from over 4800 designs.