

## Design - Production - Materials

Join us on **February 17<sup>th</sup>** for a deep dive into the product design journey from the very front end to final production - with a special focus on materials, and how to select the right one.



photo by Materialscout

In this half-day seminar at the DTU Skylab we focus on the product design process and on how to find and select the best material for your product. You'll also hear about a new and very promising metal 3D-printing technology and get tips on how to set up production in Asia.

### Programme

- 13:00-13:15 Welcome to the Skylab! - Krestine Mougard (DK)
- 13:15-13:55 Designing Products - Alistair David Morton (DK)
- 13:55-14:05 Break
- 14:05-14:45 Choosing the right Materials for your Products - Efrat Friedland (DE)
- 14:45-15:10 Tour of Skylab with Coffee and Cake
- 15:10-15:45 Digital Metal® - Rapid 3D-Printing in Metals - Hans Kimblad (SE)
- 15:45-15:55 Break
- 15:55-16:35 (easily?) MADE IN CHINA! - Heidi Larsen (DK)

The seminar is open for everybody including people who are not members of IDA. Read more and sign up here: [ida.dk/event/313435](https://ida.dk/event/313435)

The seminar is held in collaboration between IDA Materials and IDA Design. Should you have problems signing up or any questions regarding the seminar then please contact:

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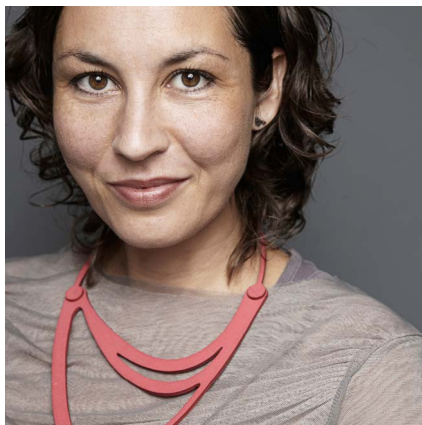
## The Speakers



### **Alistair David Morton (DK) - Attention Design**

Alistair will provide an inside view of how the design process is carried out at Attention Design, from the very front end, to the final engineering and production phases. He'll also dive into some exciting case studies, with a special emphasis on material selection and engineering.

Alistair is a co-founding partner at Attention Design, a young and growing design and engineering consultancy with strong competencies in product development and production.



### **Efrat Friedland (DE) – Materialscout.com**

Efrat provides methods on how to find the select the most suitable materials for your products. She also elaborates on how mega trends such as sustainability and resource scarcity will influence material choices in the years to come. You will be introduced to a range new materials through the cases used in the presentation.

Efrat Friedland has been the materials expert at Design Affairs in Munich and is now an independent materials consultant who advises manufacturers on material choices.



### **Hans Kimblad (SE) - Höganäs AB**

Digital Metal is a new precision ink-jet technology for additive manufacturing and 3D printing of metal components and systems. The process offers rapid and cost effective production of highly complex metallic parts with many advantages over conventional laser powered metal 3D printing.

Hans is the technical sales manager for Höganäs' Digital Metal® process. Höganäs is one of the world largest providers of metal powders.



### **Heidi Larsen (DK) - Plus 7**

Heidi will give an introduction on how to get products manufactured in Asia while avoiding some of the most common pitfalls. She will also share cases and anecdotes from her work with Asian suppliers and give insights on the cultural differences you need to be aware of.

Heidi owns the consultancy Plus 7, that helps companies to source products from and set up production in Asia. She is also the author of the book "(easily?) MADE IN CHINA!".