



Hyphen Design - London
+44 (0)20 7739 8010
www.hyphendesign.com
enquiries@hyphendesign.com

Project
Client
Time Period

Performance Power tool range
B&Q (Kingfisher PLC)
2003



Introduction

The new Performance Power range of budget power tools designed by Hyphen has been outselling Black and Decker in B&Q's DIY stores and Kingfisher's European DIY chain, Castorama.

Features

New and unique colourway, to give colour ownership within the marketplace.

Wider appeal through a sophisticated and more unisex look.

Common set of features and design language carried across the entire range.

Enhanced design value has meant the tools are now sold for a higher price, with a higher mark-up.

The Brief

Take a tired, mismatched collection of 17 power tools and over the course of 4 months transform them into a fighting fit and unified new range of tools for B&Q's 'Performance Power' brand.

Processes

Brand enhancement and unification

Ergonomics

Component layout

Product styling