



We Build Things That Work.

The background of the slide is a photograph of a person from behind, sitting at a desk and looking at a computer monitor. The monitor displays a 3D CAD model of a chair. A semi-transparent blue rectangle is overlaid on the middle of the image, containing the main title. Another semi-transparent light blue rectangle is in the bottom right corner, containing additional text.

DESIGN TO SERIAL PRODUCTION

TURNING CONCEPT INTO REALITY
– WHILE KEEPING YOUR VISION

We act as your extended engineering unit – keeping the integrity of your design while turning it into production-ready data.

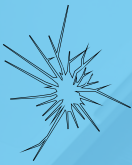
YOUR DESIGN LOOKS STUNNING. BUT THEN REALITY HITS...

Industrial design studios invest months into creating products that are not only beautiful, but also intuitive and meaningful. But when the data leaves their hands and lands at the client's engineering department, it gets stripped down and reworked. Edges change, proportions shift, details vanish. The elegant rendering slowly mutates into something else – and the design intent dissolves in endless adaptation cycles.

The consequences:



Lost Upsell – Designers miss out on selling a crucial service component: series-ready data and implementation.



Compromised Vision – Data is not production-ready, gets changed by the client, and no longer mirrors the original design.



Frustration in Detail – Designers end up doing the nitty-gritty of mechanical engineering and feel drained.



Burden of Documentation – Designers are forced to create technical drawings and BOMs, far from their actual strength.

Sound familiar? Then you're facing the same challenges as many of our clients.

THE SOLUTION

We bridge the gap between design intent and series reality. As industrial designers who have spent decades on the implementation side, we know how easily a strong concept gets diluted in production. That's why we don't just 'translate' your design – we actively defend it. We understand the creative vision behind every line, and we know which battles are worth fighting so that your final product looks and feels exactly as intended.



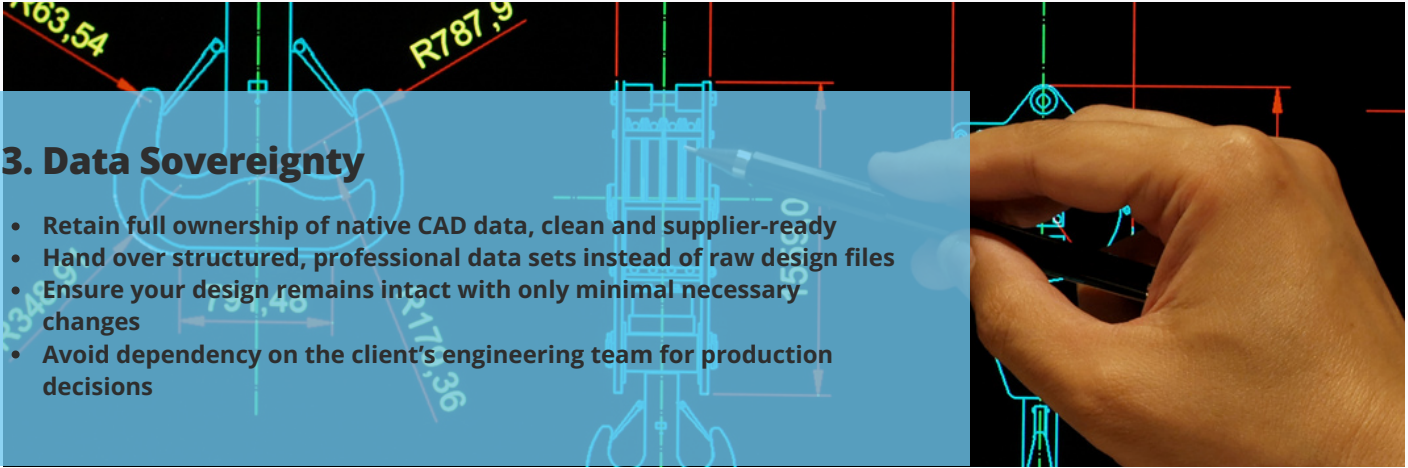
1. Full-Service Upsell

- Offer clients the complete package: design plus series-ready data
- Secure additional revenue and strengthen long-term client relationships
- Position your studio as a one-stop partner instead of a design-only provider
- Avoid losing business to engineering firms that take over the implementation



2. Seamless Communication

- Collaborate with senior experts who understand both design and engineering
- Use structured screen-sharing sessions for quick alignment on challenges
- Keep discussions focused and efficient instead of endless email loops
- Gain clarity on feasibility without compromising the creative vision



3. Data Sovereignty

- Retain full ownership of native CAD data, clean and supplier-ready
- Hand over structured, professional data sets instead of raw design files
- Ensure your design remains intact with only minimal necessary changes
- Avoid dependency on the client's engineering team for production decisions

CASE STUDY

From stunning rendering to flawless series reality.

An industrial design studio created a beautiful product concept – but the client feared high adaptation costs and loss of design quality in production.



Approach:

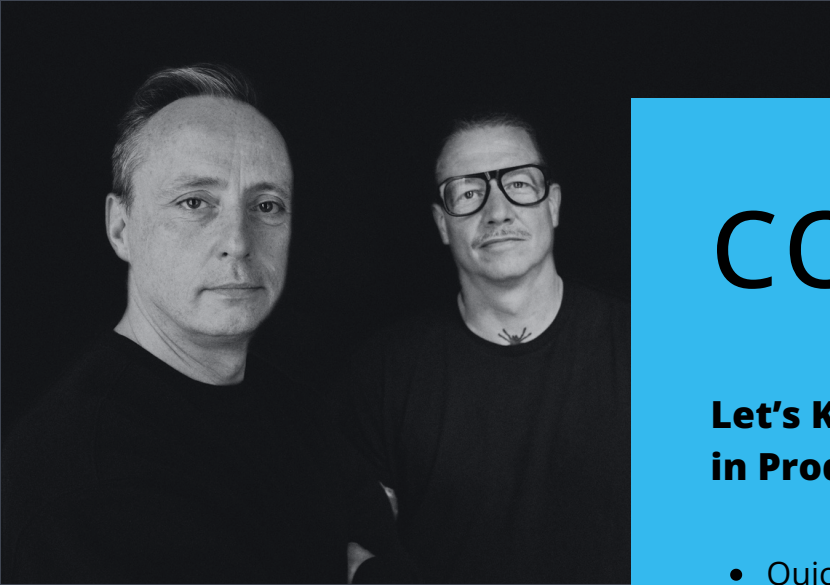
We joined early, reviewed the design via structured screen-sharing, flagged production issues, suggested adjustments without harming aesthetics, and delivered supplier-ready data with invisible mounts and optimized wall thicknesses.



Result:

The Producer received native CAD data that exactly matched the original rendering. The designer kept full control of the design, and avoided endless frustrations over technical documentation.





PROTOSOLID was founded by Axel Fett and Florian Kehbel.

We operate from Berlin and Stuttgart, working hybrid with clients across Europe.

Our mission: remove friction from product development by delivering clear, supplier-ready CAD data.

All projects are secured by strict NDAs.

We are working with:



Recognized for design. Chosen for results.



reddot winner 2024
best of the best



CONTACT

Let's Keep Your Design Alive in Production.

- Quick call – understand your needs, no strings attached
- Pinpoint the bottlenecks – where can we jump in to help
- Start with a pilot – small scope, high impact

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