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 **Helix**

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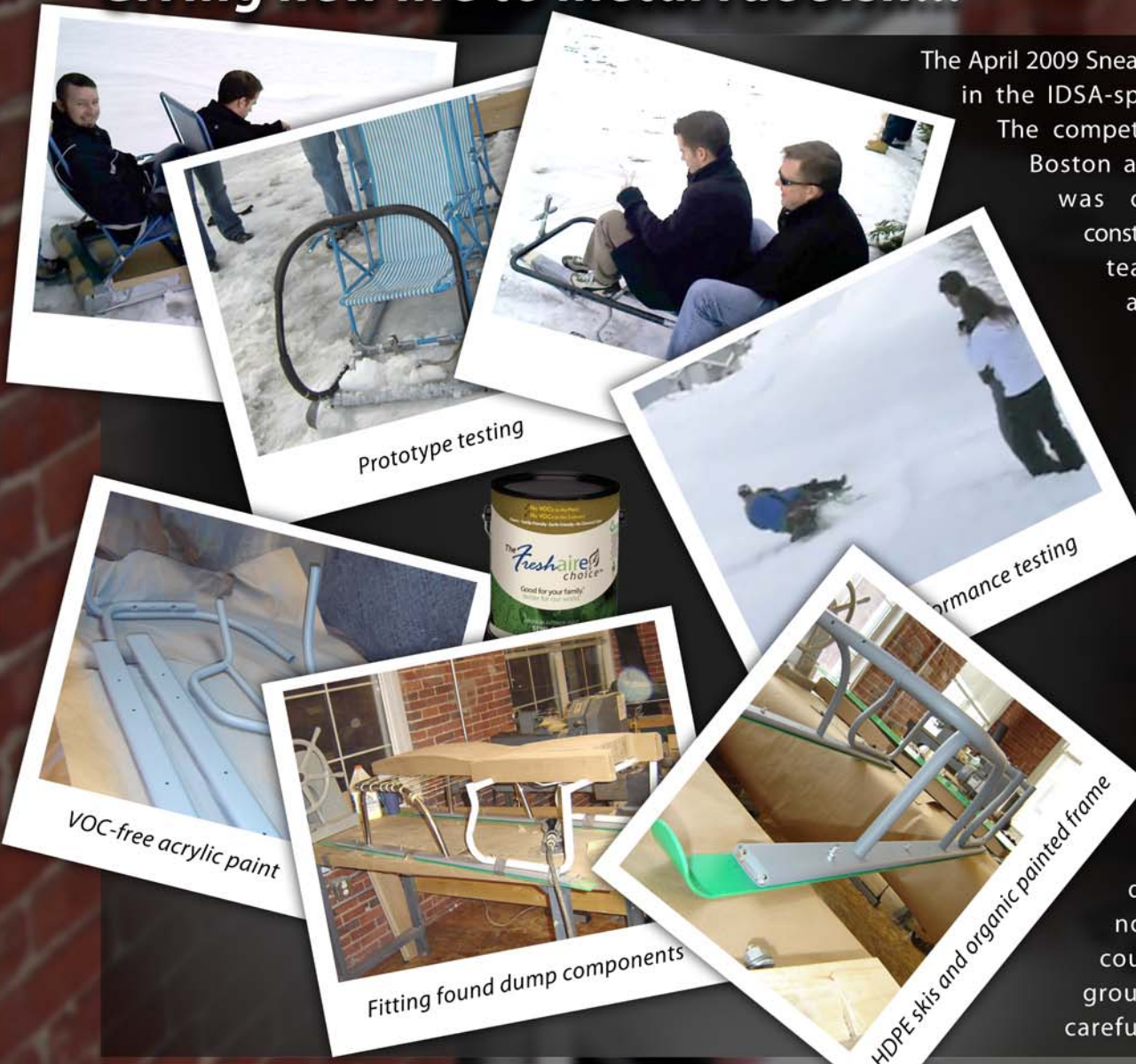
• **Product Design**

• Product Forecasting

• Engineering

• Prototyping

Giving new life to metal rubbish...



Prototype testing

Performance testing

VOC-free acrylic paint

Fitting found dump components

HDPE skis and organic painted frame

The April 2009 Sneak Peek highlights Helix's recent involvement in the IDSA-sponsored **Green Sled Design Challenge**. The competition was open to all designers in the Boston and Greater Boston area, and the focus was on utilizing recycled materials to construct a sled that would transport a two-person team down the mountain safely, quickly, and "aesthetically." Because material and process selections are often integral components of Helix-led product development efforts, incorporating the same considerations into competitions like the Green Sled Design Challenge came easily to our team.

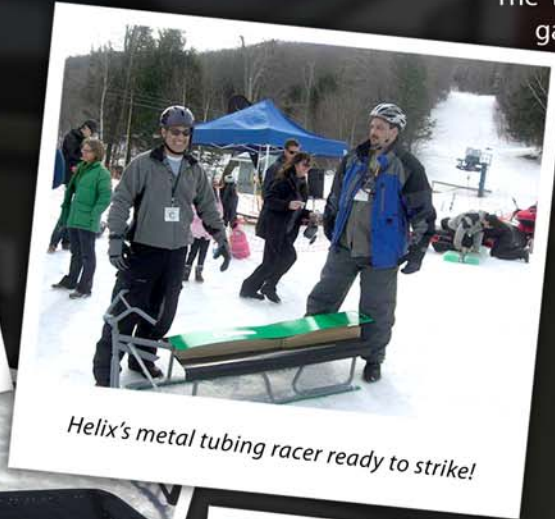
Our designers were tasked with broadening their design horizons in a "green" way while attempting to minimize the likelihood of grave bodily injury to competition participants and / or bystanders. Design constraints included the percentage of (multiple) recycled materials making up the sleds (90%), the ability to carry two people down the slalom course by gravity alone, no standing, no materials or thin films that could be punctured by objects on the ground, and rider protection needed to be carefully considered.

- Product Design
- Product Forecasting
- Engineering
- Prototyping

Material selections & moral victories



Fun for the whole family!



Helix's metal tubing racer ready to strike!



A competitor's repurposed ironing board...



Another team's wood pallet sled...

The Helix Design Green Team spent several days scavenging garages and town dumps looking for materials to repurpose. Metal rubbish from thrown away bicycles and golf gear was in abundant supply, and the metal tubing was easy to clean up, rework, and assemble with fasteners. Spare HDPE material in the shop made for robust sled runners with minimal re-work required, and a fresh coat of VOC-free acrylic paint provided a uniform color while helping to protect metal components from the elements. While the Helix Design team's entry did not win, place, or show, several accidents on the slopes brought our team closer together while highlighting the ruggedness and durability of Helix's design.

Repurposed sleds may not be our expertise just yet, but product development certainly is: if you would like to learn more about how we can help you to overcome challenges relating to time-to-market, bandwidth, or even individual products that aren't meeting sales goals, need cost-reduction, or could use a restorative new look and feel, please contact Troy Barber @ 603.836.0290.

For more information on Helix please visit:

www.helixdesign.com

Thank you for your continued interest in Helix Design. We look forward to working with you in 2009!

• **Product Design**

• **Product Forecasting**

• **Engineering**

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