Design as a Turnaround Strategy
互利双赢
A Win-win Relationship

不创新，就无法生存

“不创新，我们就无法生存。我们必须踏出第一步。”面对日新月异的市场变化，许多企业纷纷加快了创新脚步。2007年生命动力LP6500系列按摩椅荣获"中国创新设计红星奖"和"香港工展设计奖"，这是一款将按摩椅融入家居概念的产品，概念位置可以更换颜色。成功成为生命动力打开年轻消费者市场的桥梁，带给消费者全新的体验，使得产品在市场上受到广泛欢迎。2008年"中国创新设计红星奖"，大大提升生命动力的知名度。公司更获得多项国家专利和荣誉，根据市场研究，该品牌产品销售在中国地区达到2000亿元。

创新产品也需要配合相应的销售及推广模式，以发挥最大的效果。为创新产品推拿品牌形象，我们在产品上印有"Design by Alan Yip"的字样，突显产品独特形象，无论哪种产品均能获得市场认可。

伙伴合作

为追求创新，生命动力邀请了著名设计师，他将与公司内部的设计师及设计师进行协作，共同创造出更精彩的产品。近年来，生命动力更加强其在工业设计领域的优势，吸引更多行业内的目光。生命动力的合作策略也得到了市场的广泛认可，产品的销售在国内外市场均取得了令人满意的成绩。

No choice but to Innovate

"If we had not been innovative, we would not have survived. We had no choice but to take our first step," says Sonny Lee, the CEO of Life Power, a Dongguan-based electric massagers manufacturer. Admitting his company's business crisis four years ago, Lee was looking for a breakthrough, being discontented with just being a copycat of Japanese designs. Witnessing the growth of the Japanese manufacturers and the decline of their Taiwanese counterparts, Lee realised design was imperative and decided to hire Alan Yip, a renowned Hong Kong product designer, as his chief design consultant to develop ergonomic products. The collaboration has transformed Life Power's company culture as well as stimulated its business growth. It has also further boosted Yip's reputation in the mainland.

A massage chair usually takes six months to develop, going through stages from design, to prototyping and testing, before it launches in the market. To maximise the combined force, Yip concentrated on the design concept while Life Power's team built a life-size prototype based on the ergonomic data gathered from chair and seat-cover measurements. To give recommendations to engineers for immediate modifications, Yip personally tested the prototype. Despite different views at times, the interactions effectively lowered the production cost and ensured that the product was taken into consideration.

Designed by Hong Kong

As the chief creative consultant, Yip has helped Life Power design several products and won numerous accolades. In 2007, the Life Power LP6500 "6 senses" series received the China Red Star Design Award and Hong Kong Awards for Industries. The massage chair features first-class in-flight seating and changeable colors on the side panels, which enabled Life Power to successfully penetrate the young consumer market. In addition, Yip also assisted Life Power in launching the first head massage with equal success, which earned another Red Star Award in 2008. All these trophies, showcased in promotion campaigns, have boosted the reputation of Life Power substantially. Besides, according to a market study, an award-winning massage chair can charge up to $2000RMB more than those without any awards.

Innovative product has to go hand-in-hand with innovative marketing in order to create greater impact. Instead of just being the one who shapes the brand image, Yip has turned into a spokesperson of the massage chair. Every massage chair produced by Life Power is imprinted with "Designed by Alan Yip", which reinforces the professional image of the product. This marketing strategy has been well received by the mainland buyers.

Effective Partnership

For SME like Life Power, Lee frankly admits that they had to face lots of obstacles when collaborating with the designer in the beginning. "Our staff and organization structure had to be adjusted to support the works of the designer," he says. Over the past two years, Life Power has restructured its engineering team by bringing in innovative young engineers who are in their twenties. With such a drastic change in human resources could Yip realize his design. Although designer is crucial, Lee is aware of the significance of marketing and knows that success will not come without the marketing team's commitment to customers' needs. Thanks to the fruitful partnership with Yip, Life Power passed through the glooming period. Its business has also been staying robust amid the financial turmoil. Yip is now visiting the company to enact a product development plan to further enhance its growth in the future. At the same time, Yip is also riding on such a reciprocal relationship to expand his own business in China.
Life Power Health Ltd.

Life Power (Hong Kong) Limited was established in 1996 by Sonny Lee. Since 2001, experienced quality tests, and first launched in 2002 free warranty commitments. To 2006, companies in Shanghai, Beijing, Dalian, Shenzhen, Guangzhou, Canada, Australia set up branches. Starting from 2004, Life Power (Hong Kong) Limited contracted Alan Yip as the company product design and product image consultant.

Yip Design Ltd.

Alan Yip, Hong Kong based product designer. A product line has been launched under his brand “ALANYIP” with worldwide patents. “CHINA DESIGN BY ALAN YIP” was engraved on every product under his brand. His works had won many awards and have been presented in many museums, books and medias worldwide. His work has formed an international landmark for Hong Kong product design.
善用設計力求創新
Design To Innovate

對設計的信念
如果香港紡織用具生產商穀 Área有限公司總裁楊
軒誠被問到，他怎樣在短短三年內帶領公司，將品
牌打造成美國創意家居女兒牌之一，並佔有5%市
場。他的答案想必是“善用設計”。楊軒誠認為，
中小企業必須建立自身設計的方向。選擇合
適的設計師、與他們一起創新設計的發展
模式和品牌公司文化，他強調雙方需在過程中磨合，
「設計師就像我的女友，我需要花時間培
養設計的默契」。

回首公司成立之際，楊軒誠已定下目標及方向，以做
好產品設計為首要，他說：“這份工作做好了，名利
發杯蓋，愛杯創立時，軟杯袋的設計能減少飲品
溢出。於香港議論設計的另一視角產品則是
一款附有環保袋的冰格，設計更得到德國IF產品
設計獎。

強化競爭力
穀 Área與設計師合作的成功例子，是為本地中小型
企業作出的借鏡，本身是香港設計師協會主席的彭
志江認為今年有不少小型企業覬覦設計，害怕他們未
能增強設計能力及提升價值，喬德OEM（原本設
備生產商）的業務限制，他們已無法滿足客戶的需
求，亦難以與內地同業競爭。

彭志江說，現時很多香港中小型企
業於設計上，主要是老闆不理解運用設計不單可以為
企業帶來商機，更可以為企業帶來好處。他指出設計
師可為中小型企業提供設計、營造競爭力、創造財富，
而設計師於其中顯得十分重要。而創
新文化可以激發出新型的產品，也能激發員工具
有創意，最終更能獲取高質的客戶的信任，促進帶來廁
源不絕的生意。

中小企業運用設計改善業務並大勢所趨，楊軒誠建議
老闆應主動尋找合適的設計師，他指目前設計市場
合拍，設計師在設計合作前，應先了解公司理事
念、定位、長處及短處等，設計師可以和這些資料
提供更有效的意見及方案，讓公司的發展
方向更明確，幫助公司達致成功之路。

Commitment to Design
If Mr. Ken Yeung, CEO of Silicone Zone, is asked how he made his company
into the top 25 home appliances manufacturers in the US, with a 35% market
share for kitchenware, in just seven short years, he would probably answer,
"Using design to innovate." Besides bringing in the right designer, Yeung
is clear about his company’s vision and how its culture should be adapted
to facilitate product development. "The designer is like my girlfriend. I
have a lot of time to build up our relationship," he says. Still, the product
development process could be a challenge to both parties.

When Yeung first established the company in 2002, he already realised
good product design should be the company's top priority. "Once you have
that nailed, fame and fortune as well as the distribution network would all
fall into place," says Yeung. In the beginning, due to a shortage of capital,
Yeung who studied design and architecture had to take on the product
design role himself. The business took a long time to grow, however,
he had never given up. Eventually, his efforts paid off and the company
received market-wide recognition.

Design is the Soul of a Product
Since the inception of his company, Yeung has already collaborated with
designers from Europe, the US, Mainland China and Hong Kong. "Design is
the soul of a product. To come up with good product designs, it is
necessary for the designers to gain an in-depth understanding about
the company’s culture and characteristics," Yeung says.

Silicone Zone has fully integrated design and creativity into its business activities.
Designers are involved in areas such as branding, product development,
research studies, packaging, exhibition, showroom display and marketing.
From 2002 to 2007, the annual growth rate of the company is about 45%
to 60%. Its products can now be found in department stores, large super-markets
and high-end grocery stores throughout the USA, France, Italy, China and 20
other countries.

Zanif Design Consultancy, founded in 1989 by renowned Hong Kong product
designer Winnif Pang, collaborated with Silicone Zone and designed the first
soft cup cover in the market which prevents the drink spilling out when the
cup falls over. Another ingenious creation by Pang for the company is an ice cube
container which can also function as an stirrer. With its innovative design, the
product won the prestigious German IF Product Design Award.

Enhancing Competitiveness
The collaborations between Silicone Zone and designers have set
good examples for other local SMEs. Pang, who is also the chairman of HKDA
(Hong Kong Designers Association), says many Hong Kong SMEs have faced
a difficult year because they have not been able to move up the value chain
by transforming their OEM (original equipment manufacturer) businesses
through strengthening their design capabilities. He also points out that many
companies have failed to satisfy customers’ needs and have fallen behind their
mainland counterparts.

Pang says many SME owners do not understand that strengthening their
design capabilities can add value to their products as well as to the company
as a whole. He thinks designers can help companies shape their
culture by using technology effectively, differentiating the company
from competitors.

While an innovative culture can give rise to products
with originality, it can bestow a sense of pride upon the employees
and ultimately lead to business growth by winning over a loyal crowd of customers
at the same time, Pang adds.

Since using design to improve business has become a trend among
small-to-medium enterprises, companies should proactively seek for suitable
design partners to work with, Pang advises. He reminds SME owners that they
should prepare their companies’ background information including vision,
market position, strengths and weaknesses for the designers. With a better
understanding of the business context, designers will help the company by
offering their professional advice services, leading the company to
a prosperous future.
SiliconeZone 「施理康辛」品牌誕生

國際知名矽膠家庭用品品牌SiliconeZone 「施理康辛」起源自2002年，利用矽膠物料之優越特性，結合最先進的生產技術，研發設計嶄新及多功能的廚具家品，令入廚趣味倍增。現時的分銷網絡遍及歐洲及亞洲逾30個國家，如法國、意大利、美國、瑞士、英國、德國、瑞典、澳洲、加拿大、日本、新加坡、韓國、泰國、香港及中國等地。

Zanif Design Consultancy

Zanif Design Consultancy創辦於一九八九年，目標為揉合創意、美感、功能等元素，將之融入於產品設計中，並能優化產品品牌、成本、製作、物料、工程及市場市場凡項條件。

另外，創辦人於二零零七年開發個人生活品味品牌-Hoobbe，現於美國、歐洲、日本及台灣銷售中。

SiliconeZone

SiliconeZone is an innovator when comes to developing silicone kitchenware since 2002. All SiliconeZone's products are manufactured to the highest commercial quality possible meeting worldwide food contact safety standards.

SiliconeZone is headquartered in Hong Kong and actively distribute its branded houseware merchandises with operations in Asia, Europe and North America through its distributing network in over 30 countries including France, Netherlands, Korea, Australia, New Zealand, Norway, Japan, South Africa, Spain and etc.

Zanif Design Consultancy

Zanif Design Consultancy was established in 1989. Aims to bridge out ways of merging creative designs with the essential objective of making good products in terms of aesthetics and functions, optimising as well as branding, costing, production, materials, engineering and marketing.

The founder has also launched his own life style products under his designer brand “Hoobbe” in 2007 which is an up-coming label in US, Europe, Japan and Taiwan.
The Hong Kong Design Centre and the Hong Kong General Chamber of Commerce had initiated “Design as a Turnaround Strategy” series to enhance the role of ‘design’ in business, to raise awareness of design management and also help members from both design and commerce to upgrade their businesses through strategic design management. This series of 4 roundtable luncheons have addressed the various for emost topics and this publication is to share the precious experiences from the speakers as mini cases.

About Hong Kong Design Centre

The Hong Kong Design Centre is a non-profit organisation dedicated to helping local designers and businesses realise their full potential. We take a leadership role engaging in a proactive dialogue that preaches to government, industry, business partners, educational institutions and private organisations about design as a strategic, value-enhancing constituent of business. Towards the wider public audience we tirelessly seek to inculcate a greater appreciation of the ways design contributes to a better quality of life.

The Hong Kong Federation of Design Associations established the Hong Kong Design Centre in 2001. The founding members of the Federation, including Hong Kong Designers Association, Interior Design Association Hong Kong, Hong Kong Fashion Designers Association, and the Chartered Society of Designer, founded the Hong Kong Design Centre to consolidate efforts for a better means of improving Hong Kong design. The Hong Kong Design Centre was and remains to be the only organisation in Hong Kong dedicated to encouraging, inspiring, supporting, and facilitating the best use of design as an instrument for the sustainable competitiveness, economic prosperity and overall well-being of society.

http://www.hkdesigncentre.org

About Hong Kong General Chamber of Commerce

The Hong Kong General Chamber of Commerce is proud to be the oldest -- founded in 1861 -- and largest -- with around 4,000 corporate members -- business organization in Hong Kong. Because our membership consists of multinational companies, Hong Kong companies and mainland China companies, and also a growing number of overseas associate and mainland associate members, we are truly the bridge to business connections all over the world.

http://www.chamber.org.hk