

**milani**

# Complex. Amazingly simple.

## **Life is a continuous development process.**

### **So is agency life at milani.**

Founded in 1963, Francesco Milani's Ticino-based design studio quickly became the no. 1 address for highly sophisticated medical engineering design. In 1997, after the company's change into a stock corporation, Britta Pukall took over the business and milani design & consulting AG moved to Zurich. The new office is located in Thalwil by the Zurich Lake.

Medical technology, still a major part of the agency business, and investment goods account for approx. 60% of the portfolio. The rest is divided between consumer goods (25%) and start-ups (15%) from a variety of businesses, including our own.

## **An object is more than the sum of its parts.**

Given that our mission statement is actually clearly discernable in all our projects and services, we simply like to say that it is our ambition to always find the most elementary solutions for the most complex requests. Rather than working on a singular product, we are used to cooperating with our clients on gaining a more comprehensive understanding of the company. The projects aim for the company personality, whether in terms of product design or corporate identity, in terms of enterprise-wide guidelines for Corporate Industrial Design or Corporate User Interfaces, or in terms of their implementation. When it comes to consumer goods, we are interested in defining and creating complete assortments, not just an individual product. It is shaping ideas that fascinates us even more than simply creating new shapes. The results will invariably tell a story, and it is in these stories that the company who hired us will become transparent and tangible – from within and without.

## **The milanese like to swim against the design and branding mainstream.**

We don't make any special effort to be different - being a design and consulting agency run by two women simply makes us stand out. Many years of experience have taught the two partners to think strategically, but act unconventionally.

At the head of the flat, uncomplicated hierarchy of milani design & consulting AG, there are Britta Pukall and Therese Naef. Three equally sophisticated heads of department lead our team of experienced, highly qualified junior and senior designers. Our specialists for engineering, product and corporate design as well as GUI design complete the team, thus enabling the agency to provide solutions for as good as any requirement a client might have.

As Francesco Milani's successor, Britta Pukall is the driving force of the agency in terms of strategy and design processes. Aside from her efforts for the agency, she was an active member of the administrative board of a number of companies. She is regularly invited as a visiting scholar at various universities and as a juror at important international contests.

Therese Naef is the CEO and co-owner of milani. As managing director, she is responsible for attaining the annual targets. She is also in charge of keeping the project portfolio profitable and sustainable, and of maintaining successful business relations to numerous market leaders from a variety of fields. Therese is responsible for the creative output in the fields of medical engineering and consumer goods, and she always takes a passionate interest in all the agency's design projects.

# Know Thyself – The DNA Analysis

## **A strategic tool for the definition of values.**

Facts & figures may correctly reflect a company's image, but they usually convey little of its true identity, character or motivation. Based on the fascinating new scientific findings on „company personality“, the milani DNA methodology serves to analyze the core character of a company. Basically, the multi-step procedure is designed to understand the company, and to discover untapped potential as well as possible shortcomings. The reason for the revolutionary success goes back to the agency's way of working. Incorporating the emotional level allows linking corporate management and design, thus effectively making design an integral part of the corporate strategy rather than a separate discipline. This comprehensive perspective is essential for branding and positioning in the market, and last but not least for the success of a company.

## **Interactive process.**

- The company's strategic goals are converted into a creative, inspiring DNA tool represented in visual metaphors.
- In a morning or afternoon workshop, participants reflect on company's current state in terms of emotion and facts, and lay out the future target state.
- Based on the results of the workshop, the team decides on what action needs to be taken.

## **Result**

- All participating members of the management have grasped and experienced the company's DNA.
- Participants have understood and defined the potentials of a sustainable differentiation.
- The unique strategic position statement has been drawn up and finalized.
- The foundation for pointed strategic activity has been laid.
- The strategy for achieving real growth has been determined.

## **Internal effects**

- A more efficient decision making process.
- Employees feel motivated and identify with the company more.

## **Implementation**

The measures taken based on the findings from the DNA analysis are implemented in a consistent design on all levels of the market presence.

# Our Focus? Diversity.

90% of our clients are global players. Here are a few of the well-known names from the medical engineering business: Roche Diagnostics, Medela, MED-EL, Phonak Hearing Systems, Sulzer, Mixpac, Siemens, Dräger and Carl Zeiss. milani also worked for a number of start-ups in this field: Swissimplant, STM and Sentec.

Some of our large-scale consumer goods clients are: Bombardier, FAES, Nestlé, AAE and Georg Fischer. We were also entrusted with smaller-scale projects for Bico, Fissler, Feller, globus Magazine, Völkl, Leifheit and Trumpf. Last but not least, we were actively involved in a number of start-up projects for the following companies: musis, Magicbutton, Skylight and Swissimplant.

## **The Take Care Factor.**

When it comes to designing medical equipment, emotional factors like reducing fear and inspiring confidence play just as important a part as the functional and ergonomic aspects. Incorporating these messages and the individual values of the company in the product design brings about a high recognition value and identification.

## **Roche Diagnostics: Strategic Design Architecture Determines Global Presentation.**

milani developed a homogenous, clearly identifiable product language for a heterogeneous product range of diagnostics and lab equipment. It also represents the company's emotional values, which were set out in globally mandatory guidelines for Corporate Industrial Design, and are continuously implemented by the agency.

## **Medela AG (Breastfeeding): milani for confident moms and their babies.**

Substituting existing prejudices against the breast pump for breastfeeding moms with a positive attitude in the target group, we did more than simply market a useful device: We were able to strengthen the self-conception of young mothers. Our task comprised strategic counseling, design and product engineering, packaging as well as developing various corporate Guidelines.

## **Phonak Hearing Systems: Once a stigmatized prosthesis, now an electronic lifestyle accessory.**

A completely different new positioning as a consumer electronics product – a result of the DNA analysis – successfully made short work of the prejudices against hearing aids. Subtle technical innovation, softer shapes and appealing colors enhanced the acceptance with the consumers. Today, people wear these accessories just as casually as they do their glasses. In numbers, this meant an 80% profit increase for Phonak Hearing Systems.

## **Dräger: Reducing fears – formerly cold medical appliances, now confidence-inspiring objects.**

Complex pieces of medical equipment can be scary. They seem cold and impersonal rather than having a friendly, human touch – unless they have softly designed outlines that radiate dependability, security, thus ultimately inspiring calmness. Francesco Milani really did pioneer work when he created Dräger's well-known blue-and white product language more than 20 years ago. To this day, it remains as influential for the whole industry sector as it is unmistakable.

# Innovative Combination of technology and aesthetics

Product Engineering reinforces the technical, implementation-oriented component of product design. With our design engineers' profound understanding of the different disciplines, their individual codes and process cycles, they make a valuable contribution to achieving maximum quality standards and to optimizing the implementation of milani solutions. Depending on the respective project, our specialists provide complete or partial engineering support, thus enabling the agency to manage the task more efficiently.

## **Faes: A New Generation of Systems shows its potential.**

Technically brilliant products, a highly dedicated management, even a promising position in the market. And yet – a poor public image, no identification, and a confusing, incomplete product range. milani helped with the metamorphosis from a formerly nondescript provider of no-name machines to an appealing new system generation, clearly structured by a bright color code. Service potential and philosophy are clearly communicated in an aesthetic design language. The agency created a new website, promotional literature, a tradeshow presentation and various PR measures.

## **Corporate Design: Giving a Company an Authentic, Unmistakable Face.**

In order to become more than a face in the crowd of anonymous strangers to the public, it is essential for a company to make a unique, believable impression that is consistently communicated on all channels. Corporate design made by milani aspires to make tangible the company's ambitions, attitude and self-image, by way of its brand identity as well as its internal and external communications.

## **AAE: How the Largest Privately Owned Freight Wagon Fleet Got on the Right Track with milani.**

It was a truly visionary business idea to rent out freight wagons, and it propelled AAE among the top ten of railway service companies. milani gave them a market presence to match: It adequately communicates the company's values, consistently mirrored by the new CI program, various advertising media and an ingenious new slogan: „Mit AAE sind Sie besser unterwegs“.

## **User Interface Design: Connecting Without Fear of Touch.**

Users appreciate having all functions at their disposal immediately, without having to work through a thick manual first. Apart from the 3-D impression, the success of a product and its brand in the market is largely determined by the design of its GUI. Consistent, self-explanatory controls, offering an extra bonus of fun, ensure a positive user experience and thus the product's long-term success. This is equally true for animated interactive user manuals. If they are fascinating and easy to grasp, they fulfill their task perfectly.

## **Dräger: More Than 100 Successful Projects in 25 Years.**

One field of many we have worked on for these long-term clients, real pioneers of medical engineering, is developing intelligent User Interface solutions. They are designed to reflect the Corporate Design strategy we put down in the global guidelines. They state that in spite of varying user philosophy, the functional logic of the different devices must be uniform, as well as intuitively recognizable and understandable for anyone working with them.

# Products With A „Must Have Appeal“

The success formula for consumer goods is really very simple: they are products people love to buy! In order to succeed in a market flooded with nearly identical products, it is essential to offer goods that clearly differ from what the competition has to offer – products that have a true added value for the consumer – comprehensive in form, function and overall impression.

## **Fissler: The Most Successful Premium Cooking Pots Come Straight From the milani Design Kitchen.**

“Exceptional design plus highly sophisticated functionality - this is absolutely new and unique. A real breakthrough!” enthused Mainz celebrity chef Frank Buchholz when the new Intensa cooking pot was launched a few years back. But the high-end cooking dish “solea” equally set new standards in terms of functionality and aesthetics. The market presence of all product ranges milani created and designed for Fissler clearly proves that cooking pot design as we always knew it doesn’t have to be the last word on the subject.

## **milani Innovation Task Force: We Join Your Team Until Your Specific Need of Innovation Materializes.**

The market rewards those who can react quickly and accurately to the demand for innovation.

If a company faces the challenge of consolidating and expanding their position as a market leader in a dynamic, aggressive environment, there is an urgent need for innovation. Difficult circumstances with regard to time, finances and resources may add to the problem. The milani Task Force can help deal with such a situation very efficiently.

- Developing innovation scenarios and implementing them in close cooperation with the respective company.
- The milani Task Force will temporarily join the in-house team to assist with your project.

## **milani Start-up... Run... and Win.**

At milani, we are convinced that if there is a balanced risk-return spectrum and the scalability of a product or service can be exactly calculated, a start-up stands a reasonable chance to succeed on the market.

For a few years now, we have been busy working on our own start-up projects: a parent/children friendly restaurant concept, safety clips, medical engineering devices, underwear for breastfeeding moms ... For projects beyond our own scope, we find outside specialists to assist us and enthusiastic investors to support the business idea.

## **musis: The First Ever Crossover Lingerie As a Start-up Milestone.**

After a frustrating search for the perfect pregnancy underwear, Britta Pukall decided to design her own collection with her team. The mission statement simply was that the underwear must adapt to the wearer’s activities and situation and not the other way round. This is how musis was born, the aesthetically pleasing, functional lingerie for work, leisure activities and sports, for pregnant women and breastfeeding moms. In accordance with the feminine feel and specific consumer benefit of musis (milani developed the name, too) products, the emotionally attractive design was adapted for all media and marketing measures, from packaging to marketing and communications through to POS and advertising.

Our clients can expect a wide scope of services. All aspects of our work focus on grasping the personality of a company and on making it tangible. Milani design & consulting AG offers solutions for:

**Strategy** – Analysis of the company personality

**Product language** – product design, design engineering, User Interface Design

**Corporate Design:** Market presence, Corporate Communications

For more detailed info, please visit our website  
or get in touch:

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