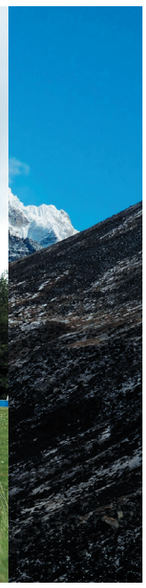
excelsior
extraordinary moulding partner

Case Study



Adventure Orb

Adventure Orb Designs Ltd designs and produces innovative outdoor products. A proud champion of the Made in Britain campaign, the company supports British craftsmanship and skills; the majority of its parts are manufactured in Britain and 100% of assembly takes place here.

Challenge

The company required a roto moulding partner to help create its new product, the Tough Box, a robust, waterproof, highly manoeuvrable piece of luggage kit, combining and further enhancing the best features of the big brand mobile luggage items. In particular, it was looking for an approachable company who shared its passion for innovation and relished a challenge.

Adventure Orb's managing director, ex-serviceman **Ben Sherwood**:

"I was looking for a company that could help me to develop the design as well as manufacture the main body. I wanted a roto moulding partner that absolutely understood what I was trying to achieve, and would work closely – and flexibly – with me to turn my ideas into reality."

Solution

Adventure Orb selected Excelsior to support the design of the Tough Box and to manufacture its waterproof, corrosion resistant, shatterproof extra thick main body.

Excelsior's in-house CAD facility, rare within the roto moulding industry, offered significant advantages to Adventure Orb, and the department was able to efficiently translate Ben's drawings into 3-D models.

The ability to keep everything in-house meant that, unlike many competitors, Excelsior was able to closely project manage the job from concept to production, minimizing costs and lead time, and maximising precision.

Benefits

The Tough Box features an elegant exterior, the apparent simplicity of which belies the product's sophisticated design. Crucially, the main body produced by Excelsior was constructed in one piece, ensuring that the product is waterproof and can float. Made from polypropylene, the body is hard-wearing and shatterproof.

On working with Excelsior, Ben said: *"Excelsior worked in partnership with me to create the perfect product. The team was never short of ideas and never backed down from a challenge. I've already recommended them to others and would happily do so again.*

"Excelsior has been in the industry for nearly 40 years and so has a considerable amount of experience and skill. Also, it's a family firm, and I think that is apparent in the tremendous pride, passion and integrity that it brings to its work."

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