

More time for you... Minky Homecare ranges

Tucid group

design for consumer products

Long working relationships...

Lucid Group has helped Minky innovate in homecare products for over 10 years

Good design has enabled the brand to expand into new product sectors

Our team researches design ideas to deliver positive emotive response and developing brand identity across ranges

We design in value with functional and ergonomic improvements that leave more time for the things we really want to do

Understanding the market

Lucid's team gains a head start in projects by developing empathy with professional buyers and end users

We shadow people cleaning their homes, perform competitive audits to find gaps in markets. We develop ways to make designs simpler, more intuitive. We create coherent branding and visual differentiation in the product ranges

Our objective is to discover unique benefits, reasons to choose one product in preference to another that transcend price

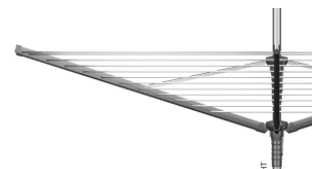
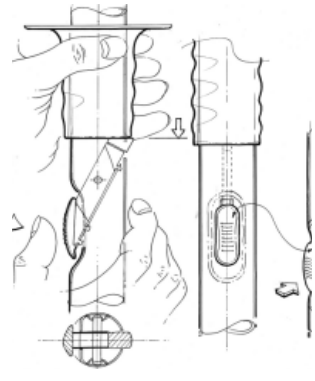
Overcoming practical constraints

Balancing constraints of materials, effective assembly, materials use, packaging and palletisation are significant part of Lucid's experience

Every project is tested and detailed right first time for manufacture. Years of sourcing and manufacture helps Lucid's team find the right people to work with and deliver our customer's products on time

Result

Lucid's input in ranges of dish care, floor care, and laundry products has helped Minky to grow into an international homecare brand



product innovation, design and delivery

ideas@lucidinnovation.com www.lucidinnovation.com 44 (0) 161 860058