

**CONTACT**

William C. Cesaroni, President

**CHICAGO LOCATION**

Cesaroni Design is located in Glenview, Illinois, twenty minutes north of Chicago and twenty minutes northeast of O'Hare Airport.

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**SANTA BARBARA LOCATION**

Cesaroni Design is also located in Santa Barbara, California, two hours north of LA and fifteen minutes southeast of the Santa Barbara Airport.

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**ORGANIZATION**

Cesaroni Design Associates was incorporated on August 13, 1979. From product conception to market introduction we are continuing our effort to offer you the best in industrial design, product research, graphic user interface design, ergonomic analysis, model building, prototyping and branding. We also have skilled tooling and molding partners who are ready to assist in your product development venture.

**ONGOING TRAINING PROGRAM**

Our designers are continually introduced to new materials and processes. Seminars, conferences, software training, industry trade shows and conventions are regularly attended to remain on the cutting edge of technology.

**CONFIDENTIALITY**

We always honor our client's confidentiality agreements, and when a retainer is provided, offer strict exclusivity in a particular product market.

**PATENTS**

All patents, trademarks and registrations, present and future, issued thereon, in the United States and/or foreign countries procured, shall accrue to the benefit of and be for the perpetual use of the client, free of any charge, as they may apply to the project. It is, however, the client's responsibility to investigate any such patents, trademarks, or registrations.

**STAFF**

Cesaroni Design Associates, Inc. currently employs ten degreed professionals, including seven industrial designers, one graphic designer, one psychologist major and one financial officer.

## DESIGN AWARDS

**Excellence in Design 2010: Silver** featured in *appliance DESIGN* awarded Cesaroni Design for the Bunn-O-Matic Corporation STX Specialty Thermal Home Brewer.

**Excellence in Design 2010: Bronze** featured in *appliance DESIGN* awarded Cesaroni Design for the Stenograph Corporation Diamante™ Shorthand Writer.

**IDEA 2009: Finalist** was awarded to Cesaroni Design for their work on the Brettford RHOMBII™ Training Table. The IDEA competition is co-sponsored by the Industrial Designers Society of America and *BusinessWeek*.

**Excellence in Design 2009: Silver** featured in *appliance DESIGN* awarded Cesaroni Design for the Sub-Zero Built-In Refrigeration Line.

**GOOD DESIGN 2009** hosted by The Chicago Athenaeum awarded Cesaroni Design for their work on the Sub-Zero Built-In Refrigeration Line.

**GOOD DESIGN 2009** hosted by The Chicago Athenaeum awarded Cesaroni Design for their work on the Böwe Bell+Howell Ngenuity Document Scanner.

**Excellence in Design 2008: Gold** featured in *appliance DESIGN* awarded Cesaroni Design for the Gendex Dental Systems (KaVo) Expert DC Intraoral X-Ray System.

**Excellence in Design 2008: Gold** featured in *appliance DESIGN* awarded Cesaroni Design for the Life Fitness X7 Elliptical Cross-Trainer.

**Excellence in Design 2008: Silver** featured in *appliance DESIGN* awarded Cesaroni Design for the Wolf Appliance E Series Built-In Wall Ovens.

**GOOD DESIGN 2008** hosted by The Chicago Athenaeum awarded Cesaroni Design for their work on the Gendex Dental Systems (KaVo) Expert DC Intraoral X-Ray System.

**GOOD DESIGN 2008** hosted by The Chicago Athenaeum awarded Cesaroni Design for their work on the Wolf Appliance E Series Built-In Wall Ovens.

**Medical Design Excellence Awards 2007: Silver** was awarded to the Orthoralix® 8500 Panoramic X-Ray Unit, designed for Gendex Dental Systems (KaVo) by Cesaroni Design. The MDEA competition is sponsored by Cannon Communications, LLC.

**Excellence in Design 2007: Silver** featured in *appliance DESIGN* awarded Cesaroni Design for the Natural Choice Ion® Drinking Water Appliance.

**Best New Product 2007: Instrument Business Outlook** went to the LECO Corporation TruTOF™ HT TOFMS, industrial designed by Cesaroni Design.

**Home Fitness 2007: Premium Selection** featured in *Consumers Digest* went to the Life Fitness T-Series Treadmills, industrial designed by Cesaroni Design.

**Best of NeoCon 2006: Gold** went to Cesaroni Design for the Nucraft Furniture Company Discovery Table.

**Excellence in Design 2006: Silver** featured in *appliance DESIGN* awarded Cesaroni Design for the Life Fitness T-Series Treadmills.

**GOOD DESIGN 2006** hosted by The Chicago Athenaeum awarded Cesaroni Design for their work on the Sub-Zero PRO 48 Refrigerator-Freezer.

**GOOD DESIGN 2006** hosted by The Chicago Athenaeum awarded Cesaroni Design for their work on the Nucraft Furniture Company Discovery Table.

**GOOD DESIGN 2006** hosted by The Chicago Athenaeum awarded Cesaroni Design for their work on the Life Fitness T-Series Treadmills.

**GOOD DESIGN 2006** hosted by The Chicago Athenaeum awarded Cesaroni Design for their work on the LECO Corporation AC600 Semi-Automatic Isoperibol Calorimeter.

**IDEA 2005: Silver** was awarded to Cesaroni Design for their work on the Life Fitness Signature Series Strength Machines. The IDEA competition is co-sponsored by the Industrial Designers Society of America and *BusinessWeek*.

## DESIGN AWARDS

**IDEA 2005: Bronze** was awarded to Cesaroni Design for their work on the Health o meter<sup>®</sup> Professional ProPlus<sup>®</sup> Portable Wheelchair Scale. The IDEA competition is co-sponsored by the Industrial Designers Society of America and *BusinessWeek*.

**Excellence in Design 2005: First Place** featured in *appliance DESIGN* awarded Cesaroni Design for the CFM Home Products Dyna-Glo Delux Kerosene Heater.

**Excellence in Design 2005: Runner Up** featured in *appliance DESIGN* awarded Cesaroni Design for their work on the Bladez ION 150 Electric Scooter.

**GOOD DESIGN 2005** hosted by The Chicago Athenaeum awarded Cesaroni Design for their work on the Life Fitness 95Xi Elliptical Cross-Trainer.

**GOOD DESIGN 2005** hosted by The Chicago Athenaeum awarded Cesaroni Design for their work on the Health o meter<sup>®</sup> Professional ProPlus<sup>®</sup> Portable Wheelchair Scale.

**Top Ten Home WIRED Tools 2005** in the December issue of *WIRED* featured the Sub-Zero PRO 48 Refrigerator-Freezer, industrial designed by Cesaroni Design.

**Best of Fitness 2005** featured in *Health* went to the Life Fitness 95Ti Treadmill, industrial designed by Cesaroni Design.

**Multi-Part Enclosure Award 2005:** The Society of Plastics Engineers (SPE) recognized the Gendex Dental Systems (KaVo) Orthoralix<sup>®</sup> 8500 Panoramic X-Ray Unit at the SPE Thermoforming Conference.

**IDEA 2004: Bronze** was awarded to Cesaroni Design for their work on the Allsteel Get Set Office Furniture System. The IDEA competition is co-sponsored by the Industrial Designers Society of America and *BusinessWeek*.

**Excellence in Design 2004: First Place** featured in *appliance DESIGN* awarded Cesaroni Design for the Life Fitness 95Xi Elliptical Cross-Trainer.

**Excellence in Design 2004: Runner Up** featured in *appliance DESIGN* awarded Cesaroni Design for the Life Fitness 95Ti Treadmill.

**Excellence in Design 2004: Runner Up** featured in *appliance DESIGN* awarded Cesaroni Design for the Wolf Appliance Dual Fuel Range.

**GOOD DESIGN 2004** hosted by The Chicago Athenaeum awarded Cesaroni Design for their work on the Gendex Dental Systems (KaVo) Orthoralix<sup>®</sup> 8500 Panoramic X-Ray Unit.

**New Product Design 2004: Top Honors** presented by the Society of the Plastics Industry (SPI) went to the Allsteel Get Set Chair.

**Excellence in Design 2003: Runner Up** featured in *appliance DESIGN* awarded Cesaroni Design for the Life Fitness 9500HR Upright Lifecycle Bike.

**GOOD DESIGN 2003** hosted by The Chicago Athenaeum recognized Cesaroni Design for their work on the Allsteel Get Set Office Furniture System.

**GOOD DESIGN 2003** hosted by The Chicago Athenaeum awarded Cesaroni Design for their work on the Wolf Appliance Dual Fuel Range.

**GOOD DESIGN 2003** hosted by The Chicago Athenaeum awarded Cesaroni Design for their work on the Life Fitness 9500HR Upright Lifecycle Bike.

**American Gaming Summit 2003: Silver** went to Cesaroni Design for the WMS Gaming Bluebird™ Upright Slot Machine. This award is recognized as the most prestigious honor bestowed in the gaming business.

**Best Elliptical on the Market 2003** in the June issue of *Smart Money* featured the Life Fitness Total Body Cross-Trainer.

**IDEA 2002: Silver** was awarded to Cesaroni Design for their work on the AC Delco Rapid Car Jack. The IDEA competition is co-sponsored by the Industrial Designers Society of America and *BusinessWeek*.

## DESIGN AWARDS

**Best Pressure Formed Part 2002:** The Society of Plastics Engineers (SPE) recognized the Precor USA C846 Recumbent Cycle for the bike shroud design at the SPE Thermoforming Conference.

**GOOD DESIGN 2001** hosted by The Chicago Athenaeum recognized Cesaroni Design for their work on the AC Delco Rapid Car Jack.

**GOOD DESIGN 2001** hosted by The Chicago Athenaeum awarded Cesaroni Design for the Life Fitness Total Body Cross-Trainer.

**Consumers Digest 2001: Platinum** was received by Cesaroni Design for the Life Fitness Total Body Cross-Trainer.

**Design Innovation Award 2001** for Best Consumer Product featured in *Health and Fitness Business*, was received by Cesaroni Design for the Life Fitness Total Body Cross-Trainer.

**Excellence in Design 2000** featured in *appliance DESIGN* awarded Cesaroni Design for the Precor USA C846 Recumbent Cycle.

**GOOD DESIGN 2000** hosted by The Chicago Athenaeum awarded Cesaroni Design for their work on the Bretford Here Mobile Solutions office furniture system.

**Best of Innovations 2000** presented by the International CES Innovations Design and Engineering Awards recognized the Digital Innovations SkipDR Original as an honoree.

**Top Five Products of the Year 2000** featured in *Recreation Resources* honored the Life Fitness 9000 Series Treadmill.

**IDEA 1999: Bronze** was awarded to Cesaroni Design for their work on the Shure KSM32 Microphones. The IDEA competition is co-sponsored by the Industrial Designers Society of America and *BusinessWeek*.

**Design Distinction 1999** featured in *I.D.* Magazine awarded Cesaroni Design for their work on the Digital Innovations SkipDR Original.

**Best of NeoCon 1999: Gold** went to Cesaroni Design for their work on the Bretford Here Mobile Solutions office furniture system.

**GOOD DESIGN 1999** hosted by The Chicago Athenaeum awarded Cesaroni Design for their work on the Digital Innovations SkipDR Original.

**Accessory of the Year 1999** featured in *Playstation* was awarded to the Digital Innovations SkipDR Original.

**Innovative New Product Design 1998: First Place** presented at the Structural Plastics Conference, was received by Cesaroni Design for their work on the Hill-Rom Advanta Hospital Bed.

**Medical Design Excellence Awards 1998: Finalist** was awarded to the Cyclone™ Storage Phosphor System, designed for Packard Instruments (PerkinElmer) by Cesaroni Design. The MDEA competition is sponsored by Cannon Communications, LLC.

**GOOD DESIGN 1997** hosted by The Chicago Athenaeum awarded Cesaroni Design for their work on the Zenith Electronics Television.

**GOOD DESIGN 1997** hosted by The Chicago Athenaeum awarded Cesaroni Design for their work on the Packard Instruments (PerkinElmer) Cyclone™ Storage Phosphor System.

**Consumer Entertainment Housing Award 1997:** The Society of Plastics Engineers (SPE) recognized the Midway Games Touchmaster™ Game Center at the SPE Thermoforming Conference.

**Parts Competition Winner 1996:** The Society of Plastics Engineers (SPE) recognized the GE Medical Advantx X-Ray Table for the design of the X-Ray machine covers at the SPE Thermoforming Conference.

**Chairman's Award and People's Choice Award 1991:** The Society of Plastics Engineers (SPE) recognized the Life Fitness Life Circuit Strength System at the SPE Thermoforming Conference.

**Heavy-Gauge Category, First Place 1991:** The Society of Plastics Engineers (SPE) recognized the Stenograph Corporation Pro Model Court Reporter at the SPE Thermoforming Conference.

## DESIGN CAPABILITIES

Cesaroni Design Associates, Inc. will provide all phases of product development including:

### Industrial Design

- BW concept sketches
- Aesthetic design and color exploration
- Ergonomic design and evaluation
- 2D detail drawings\*
- 3D concept renderings\*
- 3D styling model geometry\*
- 3D final ID surface geometry\*
- 3D prototype design and development
- Graphic design, including icons and logos
- Graphic user interface design
- Product control panel graphics
- Design for manufacturability & assembly (DFMA)
- Design for installation and service
- Materials research and recommendation
- Manufacturing methods and evaluation
- Cost analysis and reduction
- Vendor exploration and evaluation
- Program scheduling
- Resource coordination

### Models and Prototypes

- Concept modeling: foam core, foam, wood, clay
- Aesthetic styling models
- Breadboard models/ proof-of-concept models
- Functional prototypes
- Custom painting, finishing, color matching
- CNC machining
- Object Modeling
- SLA (natural and finished parts)
- Rubber molds and urethane cast parts
- Vacuum forming
- Silk-screening
- Pattern work

\*Our designers are proficient with the following software: SolidWorks, Adobe Photoshop, Adobe PhotoWorks, Adobe Illustrator and CorelDraw.

### Market Research

- Competitive product analysis
- Internet research
- Concept and prototype evaluation
- Task analysis
- Observational user research
- User testing and evaluation

## CLIENT HISTORY

ABB Power T&D Company Inc.  
Abbott Laboratories  
AC Delco  
ACCO Brands  
Air Products and Chemicals, Inc.  
Aksys LTD  
Allen Bradley  
Allsteel Inc.  
American Greeting Card Inc.  
ArialPhone Corporation  
Bally Technologies  
Baxter Healthcare Corporation  
Böwe Bell+Howell  
Belton Electronics  
Best Power  
Bio-Logic Systems  
Bladez, Inc.  
Body Time Wellness  
Bosch  
Bretford, Inc.  
Briggs & Stratton Power Products Group, LLC  
Brunswick Corporation  
BUNN®  
Carstens, Inc.  
CFM Home Products  
Chamberlain  
Cobra  
CORPAK MedSystems  
Culligan International Company  
Cummins-Allison Corporation  
Custom Pack  
Cytellect Inc.  
Digital Innovations  
Dixon Industries  
Elkay  
Federal Signal Corporation  
Fellowes, Inc.  
Gateway  
Gammaflux LLP  
GE Medical Systems  
Gendex Dental Systems (KaVo)  
Groen  
HAWK International Corporation  
Haemoscope Corporation  
Hennessy Industries  
Herman Miller  
Hill-Rom, Inc.  
Hobart  
Honeywell  
Igloo Corporation  
John Deere  
Johnson Motors  
Justrite Manufacturing Company  
Kendall Healthcare Products Company  
Ladd Furniture Inc.  
LECO Corporation  
LG Electronics USA Inc.  
Life Fitness  
Maxrad, Inc.  
Mettler-Toledo Bohdan, Inc.  
Nordic Track  
Northern Telecom  
Nucraft Furniture Company  
Octane Fitness  
Packard Instrument Company  
Paramount Fitness  
Pelstar LLC  
PerkinElmer Inc.  
Plano Molding Company  
Plexus Technology Group  
PolyScience  
Porter Athletic Equipment Company  
POWERVAR  
Precor USA  
Prince Castle Inc.  
Ranger All Season Corporation  
Regal  
S.C. Johnson  
Shure Incorporated  
Sonoscan  
Stamina Products  
Stenograph Corporation  
Sub-Zero, Inc.  
Suncast  
TENEX Corporation  
The West Bend Company  
Turner Technology  
Wabco/Komatsu Dresser  
Waterloo Industries Inc.  
Watlow  
Whirlpool Corporation  
WMS Gaming, Inc.  
Wolf Appliance, Inc.  
Zebco Corporation  
Zebra Technologies  
Zenith Electronics Corporation