



*“The Sensuality of Kitchen Artifacts”  
for Zyliss by RKS Design*



*A Fusion of Science, Experience and Design*



Adjustable Cheese Slicer  
2005



Measuring Cups  
2006



Cork Steward  
2004



Locking Can Opener  
2005

## Challenge:

The Zyliss line of products is in a highly contested and very competitive market. The competition mandates stringent price control and market penetration is the challenge. The RKS Design team had to focus on cost-effective innovation that would provide sufficient competitive advantages for Zyliss to successfully rollout this line of products. Additionally, kitchen products dictate specific requirements for safety, cleanability, ease-of-use, and storage.

The Zyliss product line caters to the entire market spectrum. Through exhaustive engineering and prototyping by the design team, issues such as material weight reduction, cleanability and ergonomics were addressed. The aesthetic of the product line had to maintain a common language while being distinct from the competition. They are purposeful yet elegant, as all cooking tools should be. The cost of goods for the entire product line averaged a 15% to 25% reduction. Zyliss leveraged this low cost, high design effort in positioning itself strategically to compete effectively.

## Strategy:

The strategy included the complete design of the product line and overall brand identity. The product line consists of the Susi 2 (garlic press), Cork Steward, Rotary Cheese Grater, Mini Mandoline, Safety Can Opener, Adjustable Cheese Slicer, Measuring Cups, Locking Can Opener, Shaker and Sports bottles, Digital Timer, and Multi Grater.





Rotary Cheese Grater  
2005



Shaker  
2006



Susi 2 Garlic Press  
2004



Mini Mandoline  
2006

## Strategy:

The highly fragmented market set the standards for strategic game play. The kitchen industry is crowded with products that are potentially dangerous, difficult to use, cost prohibitive, and have an appearance that is not in sync with current design trends. The Zyliss line of products now have an aesthetic that communicates their functionality in a very approachable, purposeful, and pleasant design language.

The safety of the consumer became a high priority and all the products were engineered through multiple iterations to assure that safety was not compromised. The pricing pressures from competitors required that all the Zyliss products were value engineered to highly aggressive cost of goods. Zyliss has used this product line to successfully penetrate the segment, propel itself, and capture substantial market share.

## Innovation:

The entire line of Zyliss products has been innovated and engineered to outperform the competition. They afford the user additional value-added features such as stackability, nesting, foldability, easy storage, and absolute safety.

The primary innovation of the line of Zyliss products is centered around intelligent engineering and cost reduction while keeping a high degree of aesthetic appeal that jives with current design trends. From the selection of materials to intricate details such as surface textures and product graphics, the Zyliss products tell a compelling story.

On the innovation front, the bottom line of the company is impacted tremendously with profit margins far in excess of the industry standard. The return on investment for this line of products pay for their research and development costs. And, the ROI has afforded the ability to invest in new product segments due to the power of high design on the business front.



Digital Timer  
2007



Sports Bottle  
2006



Safety Can Opener  
2004



Multi Grater  
2007

## Bottom Line:

All the RKS-designed products in the Zyliss line are highly profitable – averaging margins in excess of industry standards . The reason for the astounding returns on investment are purely the high level design and engineering efforts. The cost-of-goods across all the for these products were below the requirements set forth in the briefs. These products have had a substantial impact on Zyliss' market position.

## Key Benefits:

- Increased performance on all levels - the result of research in combination with innovation and design
- Increased safety features (a key for kitchen products)
- Made the design affordable to the masses
- Attracted new users by the high level of innovation and intelligent design
- The product line was manufactured with high quality materials and engineered to be robust and durable

## User Needs:

Users enjoy additional features that differentiate the Zyliss products from the competition, such as the easy nesting of products in a set (Measuring Cups), the foldable Mini Mandoline, the Adjustable Cheese Slicer, the safe and easy-to-use Rotary Cheese Grater, Safety Can Opener, Locking Can Opener, and the innovative user interface on the Digital Timers.

Through the RKS Psycho-Aesthetics processes, our team was able to uncover key latent consumer needs and address them, including needs for features and corresponding user benefits that ultimately had zero impact on the product's cost of goods while increasing both perceived and real product value.





Strategy



Design



Innovation

## Methodology:

RKS Design's Psycho-Aesthetics methodology provided a thorough analysis of the market, along with volumes of quantitative research, and innovative product benchmarking that identified key areas for product improvement.

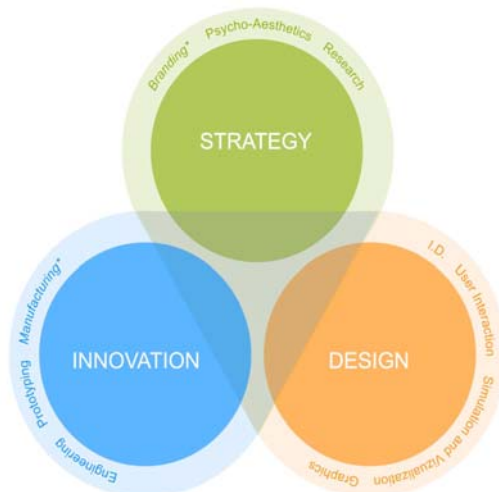
### Methodology Benefits:

This new line of Zyliss products made the brand known to new customers by showcasing them in new higher end retail stores. With the overwhelming responses from consumers and the media, Zyliss received high visibility on a global scale – attracting new sales channels such as Williams Sonoma, Whole Foods Markets, and a host of international specialty stores.

A huge reduction in the cost of goods and a highly competitive pricing strategy allowed Zyliss to gain substantial profits.

The design and innovation manifested itself in every aspect of the product, providing customers with an array of reasons to purchase Zyliss products over the competition.

The flexible and customizable Psycho-Aesthetics methodology allowed the RKS teams to quickly respond to the needs of the market in a very compelling manner.





reddot winner 2007



Currently in distribution worldwide through Williams Sonoma, Target, Sur La Table, Linens & Things, Whole Foods Markets, Bed Bath & Beyond, and many international specialty stores.

