

Hamilton Analytical

Electrode sensor product line optimization

Hamilton Analytical found that their electrode sensor product range had grown in breadth over years without a distinctive and unifying Hamilton identity. After a brief competitive analysis, it became clear that Hamilton had the opportunity to optimize their line of electrode sensors at a logistic, functional and aesthetic level so as to provide increased value to the organization and their customers. The new design with a unique cam shaped body and cap has provided an elegant formal solution with improved user handling and visual integration of the fill port tab. The new design has laid the foundation for a characteristic product line identity which has helped Hamilton stand out in a crowded marketplace.

