



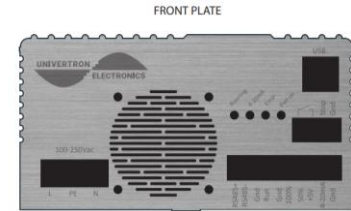
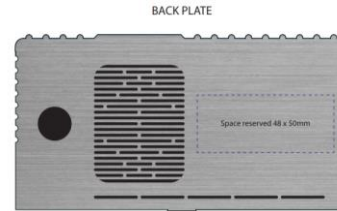
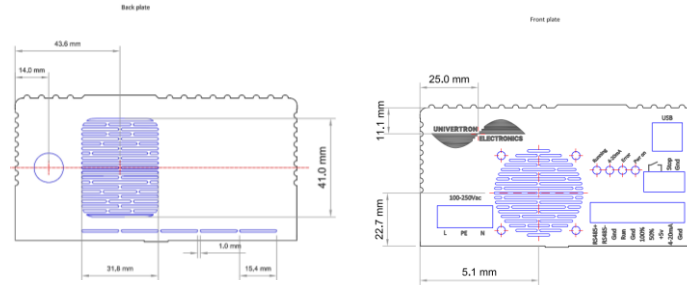
Service Six
We design your own product

Background You already have your own range of existing products and/or your own design team and production.

Maybe you are lacking resources to deliver according to plan. You may want to reinforce your team temporary. Delegate a part of the range that is not interesting for you but still needs designing. You may want a base to work from to compete internationally. Else, you need some routine projects covered so you free resources to take part in that international competition or focus on a special project.

Maybe you simply need to design a product in a specific style and need a base to work from.

We can design that single product you need, in the price range, material and style of your choice, according to briefing.



ODU300 OZONE GENERATOR by Univertron Design Eliseo Pausa



Value You will receive the drawings at the level of detailed execution you and your team need to take the next stride. From sketches for the in-house team to re-work to fully designed items, with the software of your choice.

You are given an original product in sketches or completely designed till the final rendering, according to you and your team's need. No-nonsense approach guaranteed.

Why us We work in a very agile and efficient way with professionals with top competence in the sector. Briefing, debriefing, project management, business intelligence all come on top of the turn key project you are buying from us. The team is made of seasoned professionals who have a track record of bringing products to the market.

[Lucia Arrigucci](#) has been working for over 20 years within productization with start-up, scale-up and established firms.

Read more in her [articles](#).



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Ugly Duckling vacuum cleaner retractable cord Designer LuciA Arrigucci



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ALLMÄNBILDAD aspiration hood by Whirlpool Designer LuciA Arrigucci



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Hormigon Set of vases and pots Designer Eliseo Pausa



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Friis Sideboard Concept Design
Designer: Elseo Pausa



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Gonno Sofa
Designer: Eliseo Pausa
Software: 3D Max + Corona + Photoshop
Ver: White Background



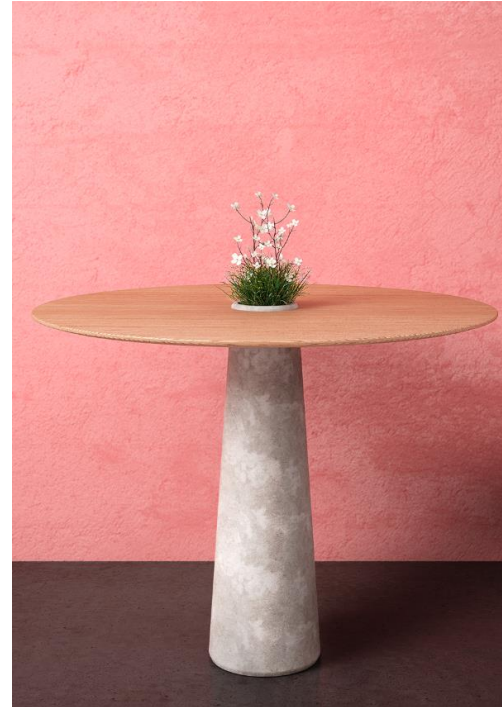
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UFO table Designer Eliseo Pausa





LuciA Arrigucci



Since 2015 LuciA Arrigucci is running [Arrigucci of Sweden AB](#), working with Innovation and sustainability.

LuciA's core competence is **Productization**, supporting start-ups, scale-ups and established firms to make an idea, a service or an item into a product that can be sold. Surrounded only by top competence in each field LuciA likes creating growth throughout sustainable products that meet a real need. No-nonsense approach guaranteed.

Innovation and growth is the red thread across LuciA's working life.

2001 First **start-up**, Legnidoro Design, based on an Innovation of a process to impregnate wood in partnership with [Henkel Loctite](#).

2003 **Marketing Communications Manager** in a 24/7 retail operation counting 700 people workforce. **Internal and External Communications Coach** for all the Marketing Managers across [UK](#).

2007 - 2011 **Global Product Owner** for two different business areas on behalf of IKEA, first white goods then tables and public use furniture.

Development, improvement and launches of dozens of products, managing turnovers in the hundreds of millions €.

Lived in 4 European countries.

Business Mentor at the [University of Lund](#).

Core Team

Arrigucci of Sweden AB business model is to work on a network. This allows the agility needed to meet the demand for complete tailoring and top quality of our services for current and future clients and partners.

The network is global, so our clients and partners can have a local approach. Meet the core team.



Reverse Innovation
Branding



Eliseo Pausa
Industrial Design



GreenGap Sweden
Sustainability



Vincent van der Pas
Photography



Linda Ranalli
Videomaking



Will Gray
Knowledge
Management



Norah Ngoc Vo
Digital Performance
and Data Analysis

