



INNOVATION

REALIZED

Radius Media Kit fy09

Boston
Chicago
Copenhagen
Hong Kong
Beijing



Radius Product Development is an integrated product development company with the capability to take a product from idea through implementation. **Innovation Realized**

An Integrated Team

The foundation of our development approach is the integration of our core disciplines; research & discovery, industrial design, engineering and implementation. These combined viewpoints holistically realize technical, functional and emotional product opportunities.

Informed Design

We identify business, market, and user opportunities using research and discovery methods to inform our multidisciplinary ideation process. We translate these learnings to uncover new areas of innovation that solve the emotional and technical challenges.

We define the ideal. Then we make it real

Our partners draw on our experience and knowledge in engineering and analytical capabilities to verify and refine design challenges. In addition, we utilize our manufacturing partnerships to access a full array of material and process technologies to bring products to market quickly.

Served Globally

Our global presence gives us a unique awareness of global trends, cultures and market dynamics. These insights, coupled with our global regulatory expertise and manufacturing partnerships, reduce risk and allow us to bring products to market in a timely, cost-effective manner.

The Nypro Connection

As a Nypro affiliate, Radius offers unparalleled access to global manufacturing resources and leading-edge technologies that make product solutions manufacturable.

Regulatory Expertise

We support our partners development efforts with thorough experience in global regulatory affairs. As an ISO 13485:2003 and 9001:2000 certified organization, Radius utilizes standardized processes to execute programs that comply with applicable standards and regulatory statutes.



Company Facts

Experience

Founded in 1992, 120+ Design and Utility Patents, Numerous Awards for Design Excellence.

Office Locations

Boston, Chicago, Hong Kong, Beijing

Markets Served

Healthcare, Consumer, Packaging, Industrial

People

Over 90 team members committed to your success.

- Strategists & Researchers
- Designers
- Engineers
- Implementation Specialists
- Quality and Regulatory Experts

Informed Design & Development

Strategy & Research

- Strategic Design
- Innovation Workshops
- Contextual Inquiry/Ethnographic Research
- Lifecycle Analysis
- Product Road Mapping

Design

- Brainstorming/Ideation
- Concept Generation
- Usability and Human Factors
- Color, materials, & finishes
- Manufacturing feasibility assessment

Engineering Development

- Electromechanical Engineering
- DFA, DFM, DFMEA, UFMEA
- CFD and FEA simulations
- Moldflow and Assembly Analysis
- Rapid Prototyping
- Performance and reliability verification
- FDA/ISO QMS design controls

Implementation

- Manufacturing planning and fit-up
- Global sourcing and procurement
- Design validation
- Process Validation
- FDA cGMP compliance

Accountable Development

Delivering early clarity, our methods, while flexible, will provide a structured teamwork approach; minimizing project risk through transparency and communication.

- ISO 9001:2000 Certified
- ISO 14971-based Risk Management
- ISO13485:2003 Registered
- DHF Management
- cGMP Compliance

Clients

DEKA, Abbott, Motorola, Alkermes, ConvaTec, Alcon, Nokia, Medtronic, Wyeth, Bristol-Myers-Squibb, J&J, Proctor & Gamble, Microsoft, MAP Pharmaceuticals, LifeScan, Eli Lilly, Roche Diagnostics, Bayer, Inverness Medical, Dell, Polycom, Proctor & Gamble, SC Johnson, Kimberly-Clarke, Unilever, Dial, Shure, Waterpik, Altec Lansing, Honeywell, Staples, Dremel, Georgia Pacific, Logitec, Altec Lansing, Honeywell, Copco, GN Netcom, Dremel, Kensington



Company Facts

Leadership Team

John VanAkkeren
President

Gregg Draudt
Global Director of Design

Joe Tokich
Global Director, Quality and Implementation

Tyler Fitzsimmons
VP and Managing Director, Radius Boston

YM So
Managing Director, Radius China

Terry O'Hagan
Director, Strategy and Business Development
Healthcare

Kris Hales
Global Director of Finance

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