



GANDER

EVERYDAY CARRY

PROBLEM STATEMENT



The objective of this project is to create a line of multi tools that all fit in a strictly defined brand. My focus will be on simplistic designs that are easy to manufacture on a small-medium scale. With the line of products, I want to define an order of product release.

Not only will they be functional, but they will be designed for easy assembly, maintenance, and deploy-ability.

Creating a WOW factor is the overall all goal.

MAIN GOALS

1.

MANUFACTURING

1. MMP plan for all products.
2. Launch order of products. Based on start up cost

2.

AESTHETIC

1. Uniform across entire line.
2. Simple, clean, and modern
3. Play off strengths of manufacturing processes

3.

WOW FACTOR

1. Make them cool.
2. Unique ways to open, looking at pocket knives.
3. Each product have a unique, useful set of tools.



GANDER EDC

THE MAIN TITLE



The target audience is age 18-30. They are people that enjoy hands on work and occasionally fixing things. The aesthetic and uniqueness is a driving factor for them.

Also, people fascinated by manufacturing will be a secondary target

URBAN SURVIVAL



DAN SMITH

Salesman

AGE: 26

HOBBIES: Hiking, biking, running, outdoors.

WANTS: A multi tool that is functional, yet fancy enough to carry around the office.



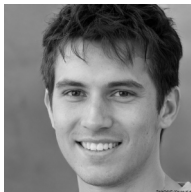
EMMA JONES

Accountant

AGE: 23

HOBBIES: Skiing, horses, painting.

WANTS: A tool that is small and light enough that it can be carried anywhere.



CHAD GROHL

Pizza Delivery Driver

AGE: 18

HOBBIES: Hanging out with friends, cars.

WANTS: A stylish multi tool to open boxes and impress his co workers.



GANDER EDC
COMPETITORS



GERBER



LEATHERMAN



SLICE



PICHI



VICTORINOX



ZIPPO



ZEN



BENCH MADE



GANDER EDC

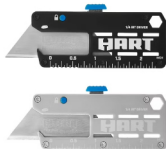
COMPETITORS



GERBER



SLICE



HART



PICHI

BENEFITS

1.

CHEAPER

2.

MORE LEGAL

3.

LOW
MAINTENANCE



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RESEARCH OVERVIEW



COMPETITIVE ANALYSIS

Who are the top competitors and what are they doing?

What is the potential market gap?



MATERIALS AND MANUFACTURING

What materials and manufacturing methods are used and why?

What is ideal for this project?



BRANDING AND MARKETING

What are the most desired selling points?

What can be done to stand apart?



THE BIG UGLY RESEARCH

COMPETITIVE PRODUCT ANALYSIS											
Company	Gerber	Gerber	Gerber	Spyderco	Bench Made	Pichi	Pichi	The James Brand	AEROCRAFTED	Leatherman	Ridge
Product	<u>Probit</u>	<u>Probit X</u>	<u>Snake Cut</u>	<u>Para 3</u>	<u>Bugout</u>	<u>G9 Titanium</u>	<u>X2 Carbon</u>	<u>Palmer</u>	<u>SIDES #2</u>	<u>Signal</u>	<u>Daily Survival Kit</u>
Image											
Price	\$30	\$28	\$55	\$263.00	\$170.00	\$120.00	\$99.00	\$59.00	\$98.00	\$140.00	\$195
Color Options	2	1	3	3	12	1	1	1	1	10	4
Number of tools	8	8	11	1	1	1	6	7	4	19	3
Blade	Utility	Xacto	-	Steel	CPM-S30V Stainless Steel	-	-	Utility blade	Utility blade	-	Sandvik 14C28N steel blade
Replaceable	Yes	Yes	No	No	-	Yes	-	-	Yes	No	No
Frame Material	Undefined Stainless Steel	Undefined Stainless Steel	-	Stainless Steel	Stainless Steel	Titanium	Grade 5 Titanium	6063 Aluminum	Titanium	420HC Stainless Steel 440C Stainless Steel	-
Scale Material	Undefined Plastic	Undefined Plastic	-	G10	Grivory® (Glass filled nylon)	-	-	6063 Aluminum	Low-friction bronze	-	Aluminum / Carbon fiber / Titanium
Finishes	-	-	-	-	-	-	Ceramic stone-washed	Anodized	Smooth satin	DLC Coating / Cerakote®	Diamond-Like-Carbon / Anodizing / Powder coat
Open Style	Slide	Slide	Fold	Fold	Fold	Gravity	Patented slide	Slide	Slide	Fold	Fold
Target User	-	-	-	Tactical	-	-	-	-	-	Adventure	-
Selling Feature	Convenient Carry	Pocket/Keychain	Camp stake puller	-	-	-	Slim design	Titanium	Small	Number of tools	Design
Special Feature	-	Paracord	Camp stake puller	-	-	Magnetic Blade Holder	-	Wrench	Only two parts	Clip	-

COMPETITIVE BRAND ANALYSIS								
Company	Gerber	Benchmade	Pichi	The James Brand	AEROCRAFTED	Leatherman	Ridge	Spyderco
Website	Link	Link	Link	Link	Link	Link	Link	Link
Logo								
Founded	1939	1979	2012	2012	-	1983	2013	1976
Location	Portland, Oregon	Oregon City, Oregon	Western Canada	Portland, Oregon	San Luis Obispo, California	Portland, Oregon	Sanis Monica, California	Golden, CO
# of products	~500	172	~40	~40	~10	~50	-	~300
Made in US	23.25%	62.10%	100% Canada ?	0%	100%	100%	100%	100%
Outsourced to	China	China	-	China	-	17% Components from Europe / Mexico	Sheriden / China	Japan / China / Taiwan
In house manufacturing	Yes	Yes	-	No	Yes	Yes	No	Yes
Flagship material	-	Grivory® / Glass filled nylon	Grade 5 Titanium	6063 Aluminum	Grade 5 titanium / 7075 Aluminum	420HC Stainless Steel	6061 Aluminum	G10
Quote	Gerber is an outdoor industry leader dedicated to making problem-solving tools for our customers. Quality craftsmanship, and our customers' needs drive every decision and design we make in Portland, Oregon.	In the line of duty, the field or forest, or for everyday carry—you buy a Benchmade knife because you know it'll perform without compromise, however you need it to, for as long as you need it to.	We are a group of industrial designers! Every piece of IDG gear we create must serve a distinct purpose, beyond just being aesthetically pleasing.	We make knives and tools for people who live adventurously—for people like us. For those who aren't content consuming other people's stories, and who don't want around for other people to fit things. We're with you, from the pocket to the hand, and back again.	This all began when we couldn't find an ideal utility knife that met our requirements, so we decided to make it ourselves. What started as a fun side project soon became a vision for a full line of intentionally designed everyday carry tools. Alongside turning our vision into reality, we still enjoy honing our engineering skills on exciting aerospace projects.	From our factory in Portland, Oregon, we're committed to bringing you the best multipurpose products to help you solve expected and unexpected problems in everyday life. Our journey started over 40 years ago with the world's first pliers-based multi-tool built by our founder, Tim Leatherman. (Yes, there really is a Mr. Leatherman!)	We launched The Ridge with a simple belief—that we could make wallets better. Two kickstarters, over ten years, and over 5 million wallets later, we're still starting every day with that same mentality. Only now, it's to improve all the items you carry everyday.	since then, Spyderco has already grown to become one of the leaders in the cutlery industry. In addition to a worldwide distribution network and manufacturing resources in the U.S., Japan, Taiwan, Italy, and China, our innovation has also earned us an impressive portfolio of patents, trademarks, and industry awards.
Kick Started	-	-	Yes	Yes	-	-	Yes	-

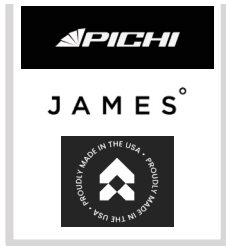


THE BIG UGLY RESEARCH

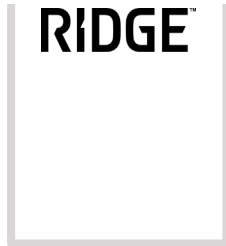
LEGACY COMPETITORS



DIRECT COMPETITORS



INDIRECT COMPETITORS



GERBER GEAR



QUICK FACTS

Founded: 1939.

Portland, Oregon.

-600 Products

21.8% made in US



PRYBRID UTILITY

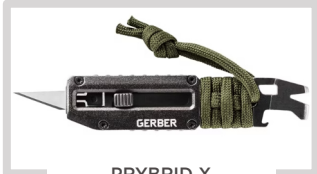
\$30

8 Tools

Replaceable blade

Stainless Steel / U.D.

Plastic / U.D.



PRYBRID X

\$28

8 Tools

X-Acto blade

Stainless Steel / U.D.

Plastic / U.D.

Para-chord



Our goal is to make dependable gear that will give you confidence in your adventures.

LEATHERMAN



LEATHERMAN®

QUICK FACTS

Portland, Oregon

Over 50 products all
made in US

Tim Leatherman

Faced rejection for 3.5
years before Cabelas
ordered 500 tools.



SIGNAL

\$139.95

16 Tools

10 color options

420HC Stainless Steel

DLC / Cerakote® Coating

Nylon sheath included.



FREE T4

\$69.95

12 Tools

5 color options

420HC Stainless Steel, Glass-filled
Nylon, Cerakote®

One hand opening / Free®

“From our factory in Portland, Oregon, we’re committed to bringing you the best multipurpose products to help you solve expected and unexpected problems in everyday life.”



QUICK FACTS

Oregon City, Oregon

Founded 1979

172 Products

%52 US Made

Free sharpening for life

BENCHMADE



BUGOUT

\$170

12 Color options

CMP-S30V SS Blade

Grivory® (Glass filled nylon)

Laser cut / machine milled in house



We can't let a good thing rest. It's in our American DNA to look ahead and see the promise of what could be.

SPYDERCO



QUICK FACTS

Founded 1976

Golden, Colorado

Over 300 products

20% made in US



PARA 3

\$263

CPM® S45VN™ stainless steel
blade

Diamond Like Carbon (DLC)

G-10 scales

“...it has allowed us to earn the trust and loyalty of countless thousands of dedicated knife users around the world—an audience to whom we are extremely grateful.”

PICHI DESIGNS



QUICK FACTS

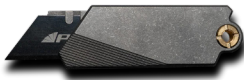
Founded 2009

Western Canada

Kick Starter

All made in Canada

Loves Titanium



G9 TITANIUM

\$99

SK2 High Carbon Blade

Magnetic holder

Grade 5 titanium

200 minutes of machining

Patented locking



2X TITANIUM

\$116

6 tools

Cow leather holster

Multi sized wrench

Grade 5 titanium

Kick started



We are dedicated to infusing each of our products with a unique blend of form and function

THE JAMES BRAND



QUICK FACTS

Portland, Oregon

Founded 2012

-40 Products

None made in US

"Designed in"



The Palmer

\$59

Color ways

Tool free blade change

6063 aluminum, anodized

Patented slide

Lanyard slot



The Carter

\$199

12 color ways

VG-10 Steel

Carbon fiber / G10



Modern, Minimal Everyday Carry. We design knives and tools that are practical, not tactical.

AEROCRAFTED



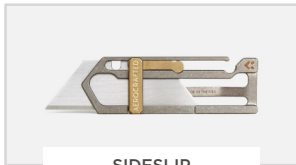
QUICK FACTS

San Luis Obispo,
California

Made in USA

Aerospace engineers and
fabricators

All machined in house



SIDESLIP

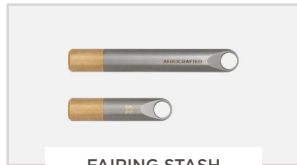
\$98 / \$58

Grade 5 titanium / 7075
aluminum

Low-friction bronze, develops
natural patina

"Proudly made in the USA"

2 piece design



FAIRING STASH

\$48

Grade 5 titanium

low-friction bronze

carbon-reinforced polymer

Precision CNC machined from
solid material

"Proudly made in the USA"



What started as a fun side project soon became a vision for a full line of intentionally designed everyday carry tools.

RIDGE

QUICK FACTS

Founded 2013

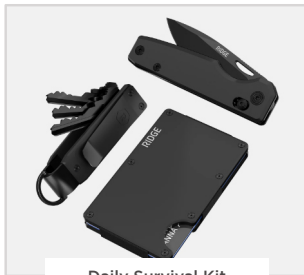
Santa Monica, California

Kick Starter

“Designed in”

Made in Shenzhen, China

RIDGE



Daily Survival Kit

\$195.00

6061-T6 aluminum anodized black

Premium metal plates

Manganese Spring Steel Clip

Sandvik 14C28N steel blade

DLC (Diamond-Like-Carbon)

Aluminum / Carbon fiber / Titanium

“We launched The Ridge with a simple belief — that we could make wallets better. Two kickstarters, over ten years, and over 5 million wallets later, we’re still starting every day with that same mentality. Only now, it’s to improve all the items you carry everyday.”

KEY TAKEAWAYS

MATERIALS

Stainless steel / 420HC /
440C
Glass filled nylon
G10 (layered fiber glass)
Grade 5 titanium
Aluminum / 6061 / 7075 /
6063
Anodizing
DLC

MANUFACTURING

Machining vs molding
Deep draw
Casting
Bending sheet metal

MARKETING

Made in USA
Transparency
Honesty
Genuine vs cocky
Practical vs pretensions





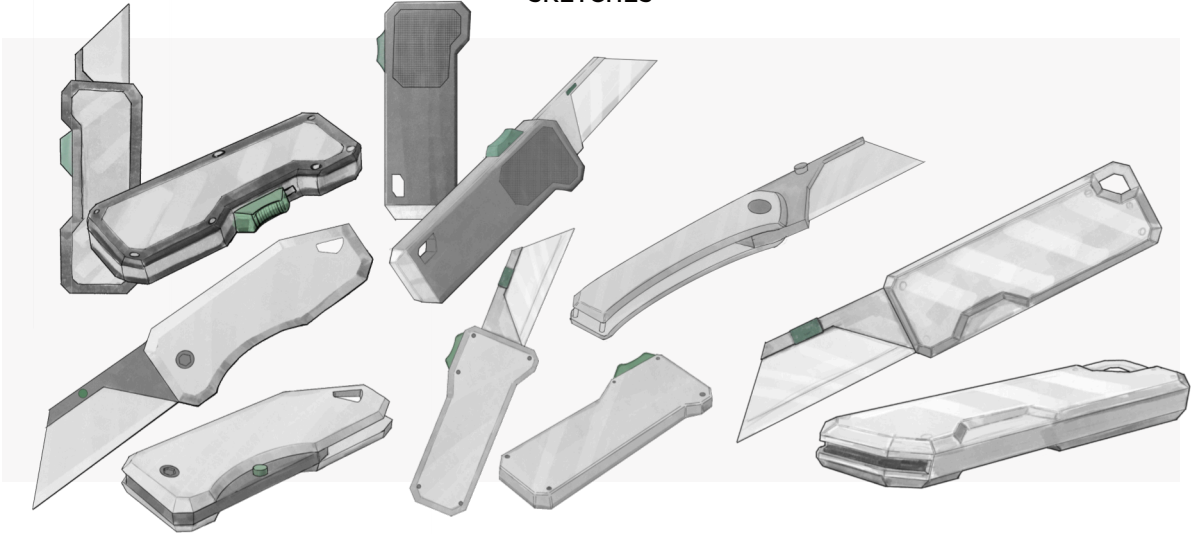
GANDER

GANDER

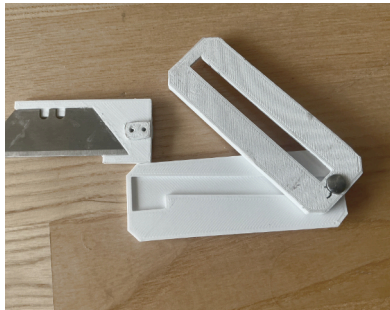
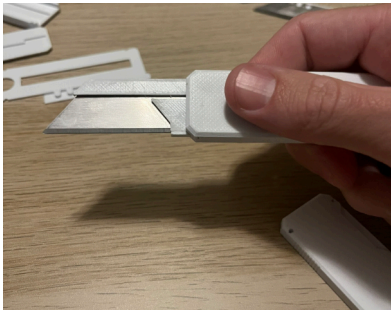
A STUDY IN BRANDING AND
PRODUCT VISUALIZATION

GANDER

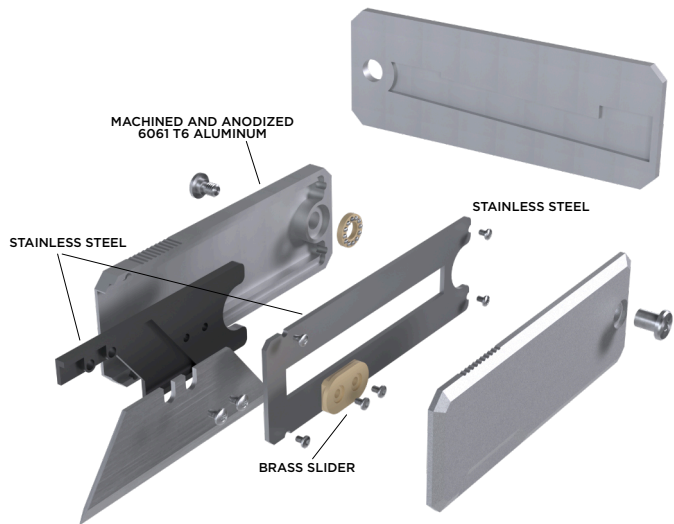
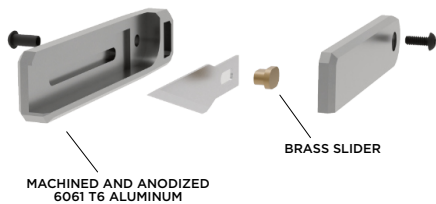
SKETCHES



PROTOTYPING



EXPLODED VIEWS



GANDER EDC x +

gander.com

WEBSITE SAMPLE

All Bookmarks


GANDER

EVERYDAY CARRY.

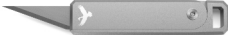
New collection of knives created so you will always have a sharp blade readily available.

SHOP NOW


FEATURED PRODUCTS



GRAVITY UTILITY
\$49



KEY CHAIN X-ACTO
\$45



FLIPPER SCALPEL
\$65

SAMSUNG



AD SAMPLES



GRAVITY UTILITY BLADE

