

Product briefing:



Design philosophies:

Balance the realistic requests of customer and price competition; product modifiability and production convenience;

Product characteristics:

Height adjustment:	Height of desktop can be set from 700mm to 800mm to fit the any office environment;
Under desktop space adjustment:	Space (under desktop) can be adjusted to fit the add-on devices, like keyboard tray, under desk cabinet;
Cable management:	All cables are passed through the leg inside to any location of desktop;
Huge cable space:	More than 30cm ² cross-sectional area of leg inside for cable management;
Module design:	With module function, client can develop the addition parts or amend the current parts in shorter development time and lower cost;
Privacy:	Combine with “Alpha” panel to enhance the privacy of clients;
Design	The design is based on fully 3D models and parametric dimensions so that it can be amended easily;
Re-assembly	With module function, desktop can be de-assembled into parts and assembled again easy during relocation;

Technical Specification:

Desktop thickness:	25mm;
Desktop depth specification:	650mm and 800mm;
Desktop length specification:	1,200mm, 1,400mm, 1,500mm, 1,600mm and 1,800mm;
Desktop height specification:	From 700mm to 800mm, preset;
Flat glide adjustment:	+15/-0mm;
Desktop material:	Practical board with melamine paper surface;
Leg material:	Metal alloy;
Leg finishing:	Static-electric powder coating;
Horizontal trunking:	Metal cover, built-in under desktop;
Vertical trunking:	Through leg inside;

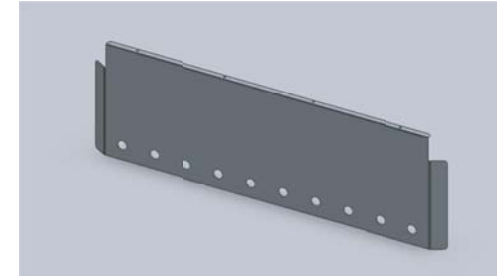
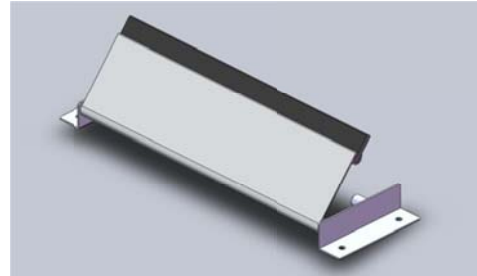
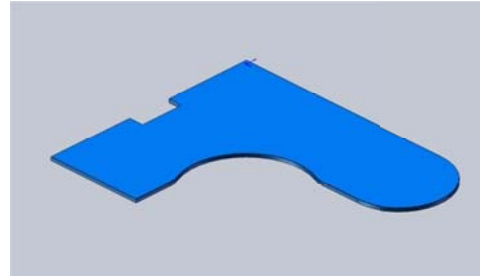
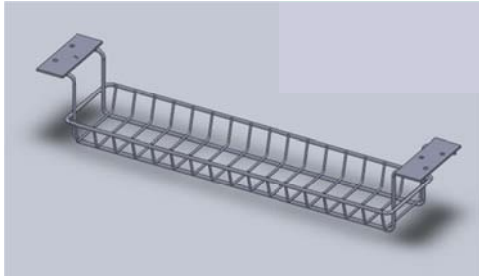
Product briefing (Cont.):



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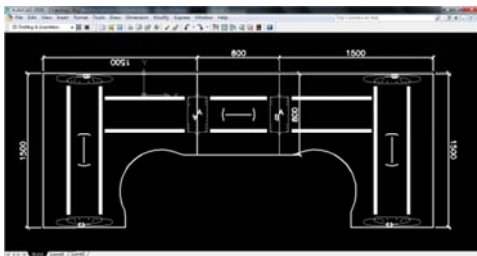
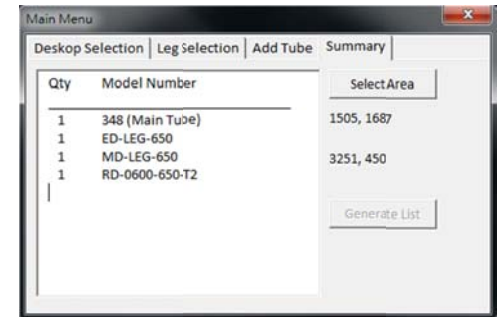
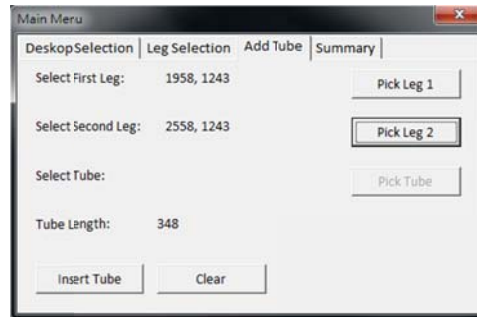
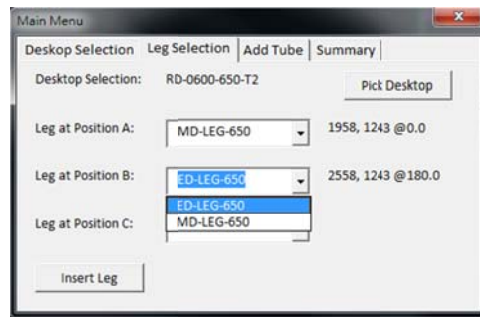
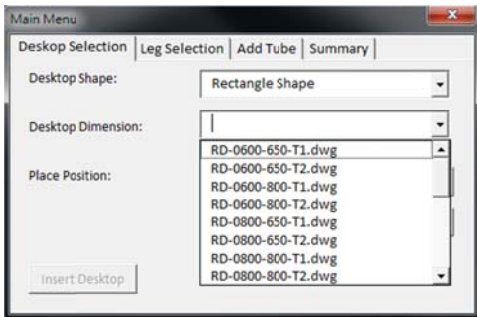
Technical drawing:

Full set of parametric drawings by Solidworks to show the parts design and assembly;

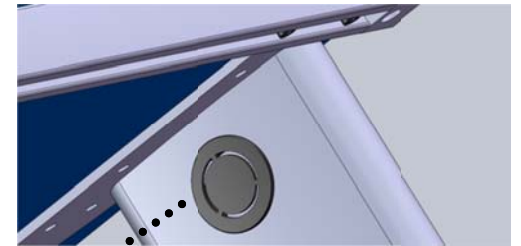
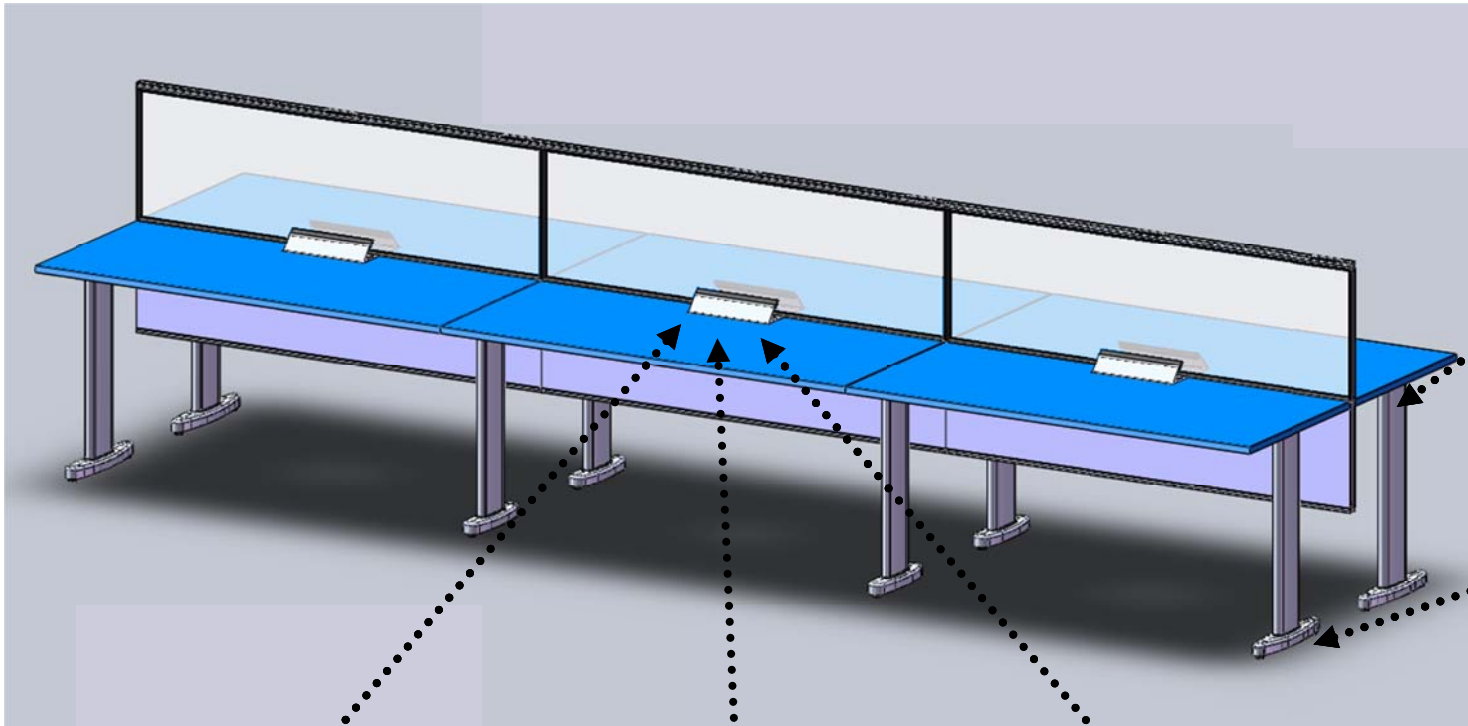


Sale program development:

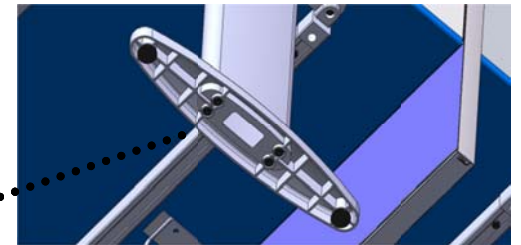
AutoCAD VBA program shows the development of sale program by the advantages of "Module" function;



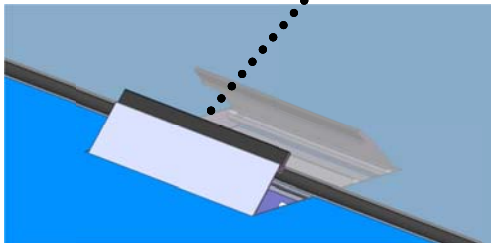
Structure:



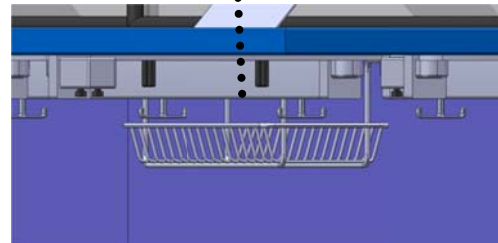
Column trunking cover



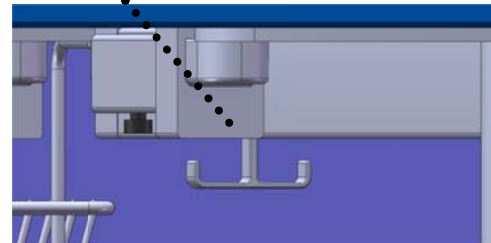
Wiring from base



Desktop trunking bar cover

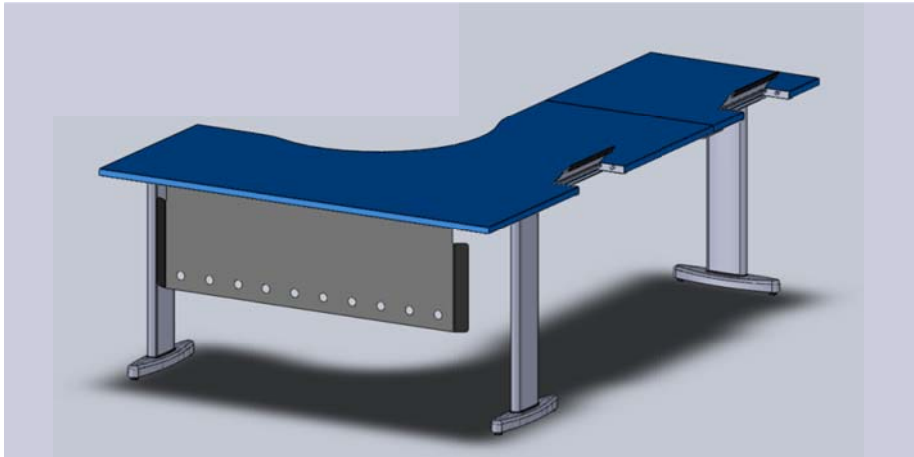


Cable tray

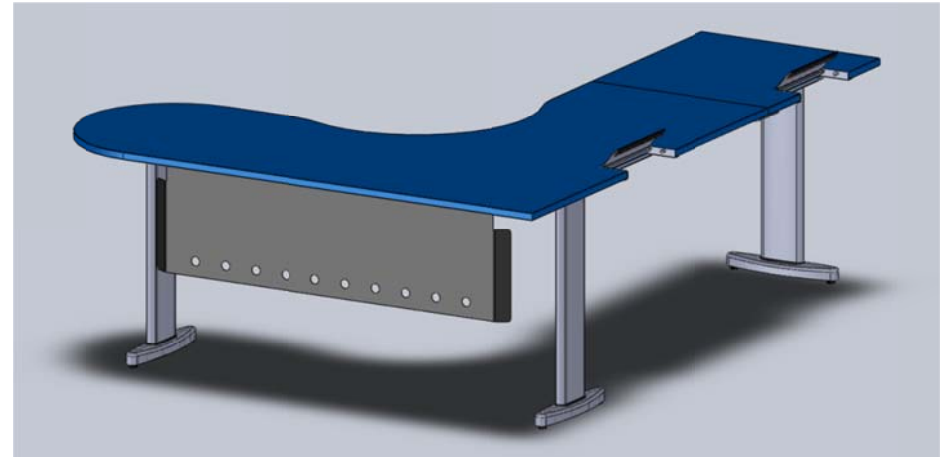


Cable divider

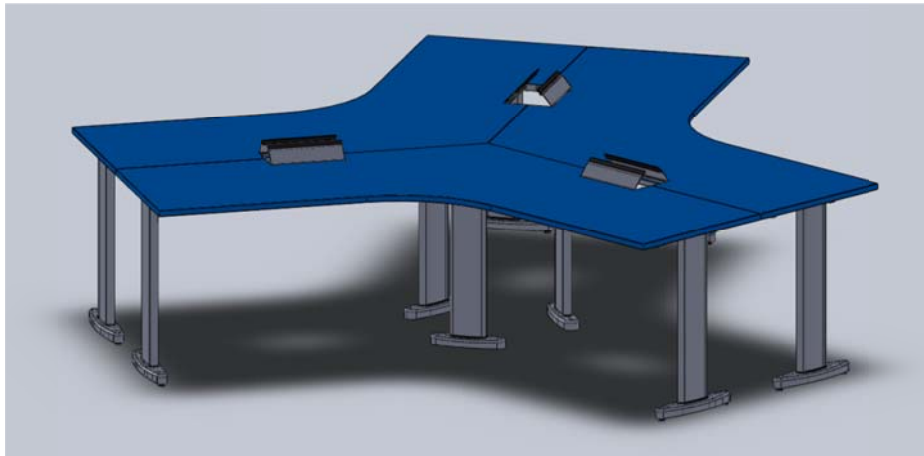
Structure (Cont.):



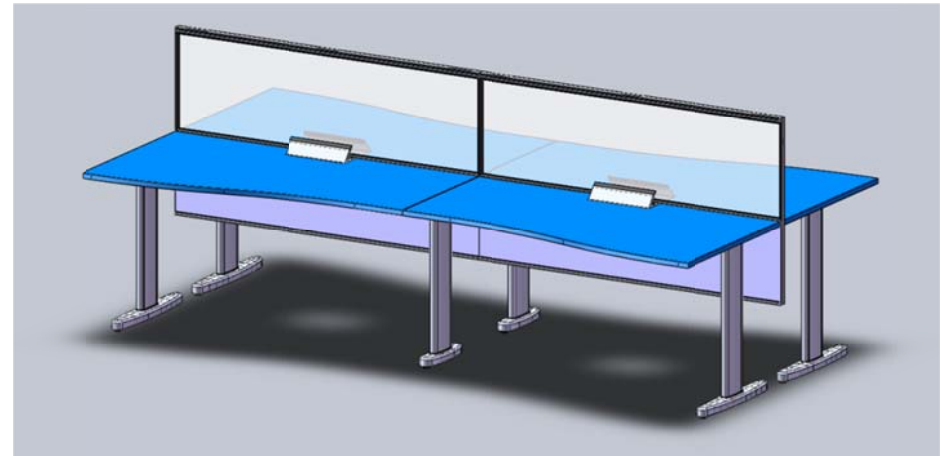
L shape management desktop



P shape management desktop



Pentagon clerical desktop



Wave clerical desktop (with Alpha panel)

Cost evaluation (Tooling):



Tooling cost evaluation:

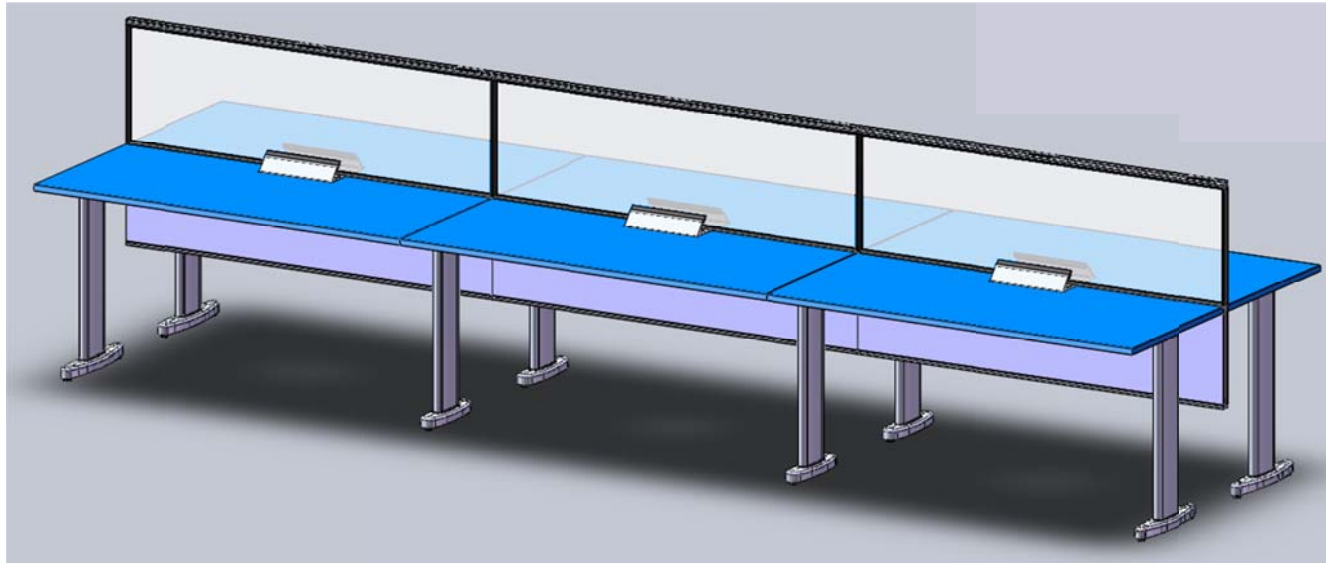
No.	Name	Part name	Part material	Estimated cost (USD)
1	Leg structure (650mm width)	● Leg base (650mm);	Zinc alloy	\$6,000
2	Leg structure (800mm width)	● Leg base (800mm);	Zinc alloy	\$6,000
3	Leg common parts	● Middle leg base	Zinc alloy	\$4,500
		● Leg column;	Aluminum	\$2,000
		● Leg end plate;	Iron	\$1,000
		● Leg middle plate	Iron	\$1,000
		● Leg pentagon plate	Iron	\$1,000
		● Leg connector;	Zinc alloy	\$2,000
		● Leg tube;	Aluminum	\$600
		● Leg trunking cover	Acrylonitrile butadiene styrene resin	\$1,500
		● Decorated cover	Acrylonitrile butadiene styrene resin	\$1,500
		● Cable divider	Acrylonitrile butadiene styrene resin	\$500
		● Flat glide;	Nylon	\$1,500
		● Screws and nuts	Copper	\$500
4	Trunking parts	● Trunking cover;	Aluminum	\$300
		● Trunking accessories	Iron	\$500
5	Front shield	● Front shield;	Iron	\$1,200
Tooling total:				\$31,600

Remark: evaluation is under the material cost and labour cost (China) at October 2009.

Cost evaluation (Product):



Bench cost evaluation:



No.	Part name	Specification	Unit cost (USD)	Qty (PC)	Sub total (USD)	Remark
1	Desktop	150cm x 65cm	\$18	6	\$108	Include desktop, related nuts and labour cost;
2	End leg	40cm x 9cm x 75cm	\$20	4	\$80	Include base, column, upper plate, decorated covers, related screws and labour cost;
3	Middle leg	35cm x 19cm x 75cm	\$20	4	\$80	Include base, column, upper plate, decorated covers, related screws and labour cost;
4	Enhanced tube	150cm	\$8	12	\$96	Include tubes, leg connectors, related screws and nuts;
5	Trunking system	30cm x 10cm	\$8	6	\$48	Include trunking cover, cable tray and cable divider;
Total cost:					\$412	For 6 sets desktop, but without the panels;

Remark: evaluation is under the material cost and labour cost (China) at October 2009.

Standard:



No.	Material type	Suggested standard	Standard type
1	Wooden material	ATCMP1 Standard, Formaldehyde emission < 0.21 ppm;	Raw material certificate
2	Aluminum material	ASTM B807 / B807M - 06	Raw material certificate
3	Zinc alloy material	ASTM B86	Raw material certificate
4	Other parts	Material safety data sheet (MSDS)	Safety / Environment

No.	Product type	Suggested standard	Standard type
1	Desktop assembly	ANSI BIFMA X5.5	Structure / Safety
2	Panel assembly	ANSI BIFMA X5.6	Structure / Safety