# f/p design
## the office for gestaltung

# industrial design

technological innovation, changing user expectations, and increasing economic, social, and environmental demands are transforming industries worldwide. products, services, and environments are becoming increasingly complex, while expectations regarding usability, efficiency, sustainability, and brand identity continue to grow.

whether in healthcare, laboratory technology, industrial applications, transportation, furniture, or architecture, companies face the challenge of developing solutions that are technologically advanced, economically successful, and meaningful for the people who use them.

to identify opportunities and create lasting value, quantitative analysis and qualitative research are as important as strategic design methods. successful innovation emerges through the collaboration of interdisciplinary teams, bringing together expertise from engineering, design, production, information technology, marketing, and end users.

for more than two decades, f/p design has pursued a participatory design approach that places people and their environment at the centre of the development process. by integrating user needs, technological possibilities, and business objectives, we transform complexity into clarity and create solutions that generate long-term value for users, brands, and organizations.

**prof. fritz frenkler**
founder

cover: morita | veraview x800 | dental x-ray

# f/p design – partner for design

**german design:**
**precise, minimalistic, timeless.**

founded in 2000 by fritz frenkler, f/p design develops products, systems, services, brands, and environments. our work combines industrial design, ux/ui design, brand design, architectural design, communication design, and design consulting. with studios in germany, japan, and further international locations, we work with globally renowned companies as well as innovative startups.

**participatory design for success**

successful innovation emerges through collaboration. our participatory design approach integrates the needs of users, the expertise of clients and stakeholders, and the strategic objectives of organizations. by bringing together different perspectives, we create solutions that are relevant, distinctive, and economically successful.

the result is products, systems, and experiences that combine functionality, technology, and quality with a clear and recognizable identity. they create value for users while strengthening brands and supporting long-term business success.

**transforming complexity into clarity**

as products, services, and environments become increasingly complex, f/p design focuses on reduction. clarity in form, function, and interaction creates intuitive experiences, strengthens recognizability, and makes complex systems understandable.

this is how design creates lasting value for people, brands, and organizations.

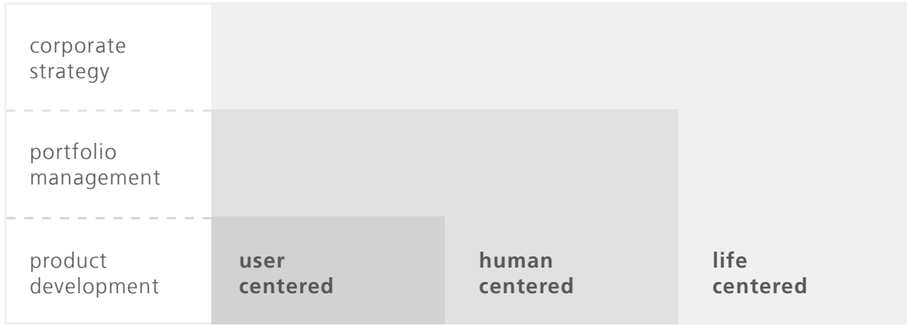
# our vision

an important role in our understanding of design belongs to the formula invented by prof. frenkler as chair of industrial design at the technical university of munich (tum). it is based on the idea that design is a complicated system, which, in addition to the usual "form and function", also includes technology, ergonomics, sociology, ecology, psychology, philosophy, finance, and the brand identity.

$$d_{esign} = \int_{function}\int_{form}\int_{experience} \frac{(T_{ech}\,E_{rg}\,S_{oc}\,E_{co}\,P_{sych}\,P_{hil}\,F_{in})^{brand}}{t} \times P_{resentation}^{5/4/3/2/1}$$

# life-centered design

user- or human-centered design is nowadays not enough to develop sustainable and consistent product systems. designers must refer to a life-centered design approach that takes into account people, technology, environment, business, and brand strategy as a whole.



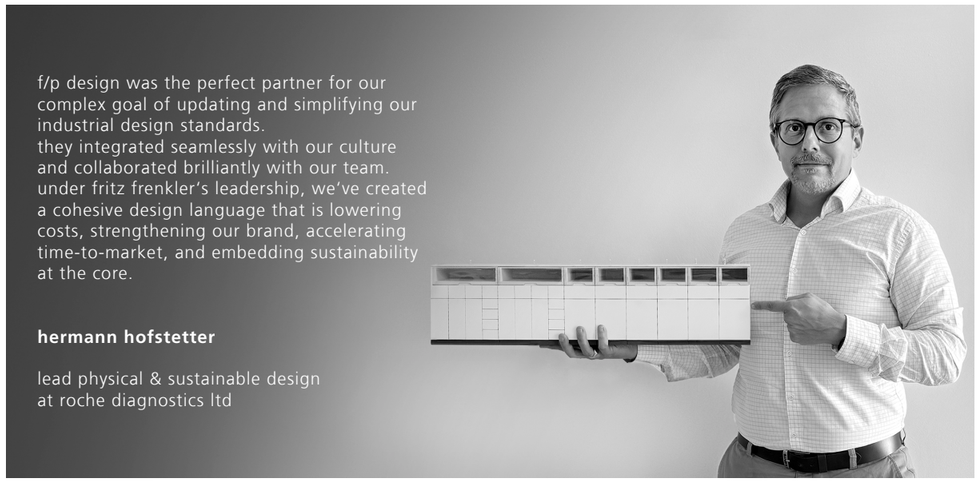

# design services

**roche diagnostics** | industrial design standardization

for roche diagnostics, f/p design developed id standard 2.0, a comprehensive industrial design system for diagnostic products and platforms. clear design principles and modular standards ensure consistency across the portfolio, strengthen brand recognition, and provide a scalable foundation for future product development.

## standardization

clear standards create consistency across complex product portfolios and support scalable development.



f/p design was the perfect partner for our complex goal of updating and simplifying our industrial design standards.
they integrated seamlessly with our culture and collaborated brilliantly with our team.
under fritz frenkler's leadership, we've created a cohesive design language that is lowering costs, strengthening our brand, accelerating time-to-market, and embedding sustainability at the core.

**hermann hofstetter**

lead physical & sustainable design
at roche diagnostics ltd



**lenovo** | brand recognition

for lenovo, f/p design developed a comprehensive design dna to strengthen brand recognition across its diverse portfolio of products and sub-brands. the design language establishes a consistent and recognizable identity, creating coherence across the portfolio, supporting future product development, and reinforcing lenovo's global brand presence.

## coherence

a shared design language connects products and sub-brands while reinforcing a unified brand experience.

if you are searching for a design agency with a timeless and minimalistic approach, you will not find a better partner than f/p design.

**brian leonard**

vice president of design lenovo

**morita** | showroom | dental plaza tokyo

recurring features, such as light gray or aluminum-coated cupboard and wall panels, white cabinet units and sand-colored floors dominate the design of the morita showrooms in osaka, tokyo, nagoya and tottori. high-end materials underline the high quality of the products on display.

## minimalism

minimalistic styling creates a tranquil atmosphere, structures the presentation of the product lines and allows space for talking to customers.

**morita** | soaric | dental treatment unit

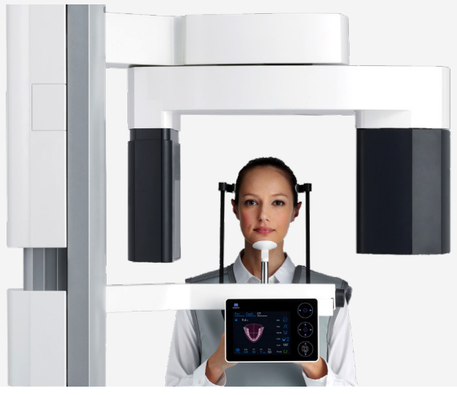
the soaric dental treatment unit integrates a wide range of system components into a flexible and user-oriented treatment environment. intuitive controls, ergonomic features, and configurable layouts support efficient clinical workflows and enhance ease of use.

## ergonomics

precise implementation of ergonomic insights: design creates a base that facilitates the daily work of doctors and medical staff and care for the patients.

**morita** | veraview x800 | x-ray combination system

veraview x800 offers panoramic, 3D and cephalometric scans in one compact unit. face-to-face patient positioning and an intuitive graphic user interface belong to its distinguishing attributes. it allows high definition image capturing with innovative features to eliminate unnecessary exposure for adult and child patients.



# mental comfort

clear, intuitive interactions ensure an atmosphere free of fear. medical design creates environments in which the patient feels comfortable.

**morita** | solfy f | dental ultrasound scaler

the extremely precise scaler handpiece with led illumination has over 40 interchangeable tips, which can be selected based on the type of operation being carried out. the compact console has an integrated lcd touch display and can either be connected to a central water supply, or fitted with an optional fluid tank. the reversible handpiece holder at the rotatable base plate allows for both right and left handed set up.

# user experience

intuitive operation creates positive user experiences and enables efficient processes.

**morita** | triauto zx2 | endomotor with apex locator

the cordless triauto zx2 is an endodontic motor with integrated apex locator, providing the capability to electronically monitor the root canal. new safety functions protect the natural tooth substance and make the treatment even more efficient. the rotatable lcd display enables left- and right-hand-use.

## security

safety is the top priority in medical design. this includes the avoidance of user errors.

**morita** | adverl sh | medical laser device

this dental treatment laser combines advanced er:yag technology with a compact and user-friendly design. ergonomic handling, clear product architecture, and an intuitive interface support efficient workflows and help reduce the risk of user errors.

## precision

clear interfaces and precise control support accurate treatment procedures and help reduce the risk of user errors.

**morita** | veraview ip | dental ip scanner

veraview ip scanner enables the rapid acquisition of high-quality dental x-ray images in a compact footprint.
its vertical product architecture supports an intuitive workflow and efficient operation, while a consistent design language ensures a coherent user experience across the product range.

## compactness

the vertical product architecture minimizes the installation footprint and enables efficient use of limited workspace.

**morita** | sai-60 | audiometer

this modular audiometer can also be configured in various different ways from the components audiometer, impedance audiometer and display printer. its clear structure provides an intuitive user interface featuring back-illuminated sensor keys and hygienic surfaces.

## clarity

essential design guideline: safe and quick operation through clearly designed interfaces.

**korean company** | ultrasound scanner

the ultrasound scanner combines diagnostic precision with intuitive usability in a compact and clearly structured system. ergonomic interaction, efficient workflows, and a reduced design language support reliable operation in everyday clinical practice.

## intuitiveness

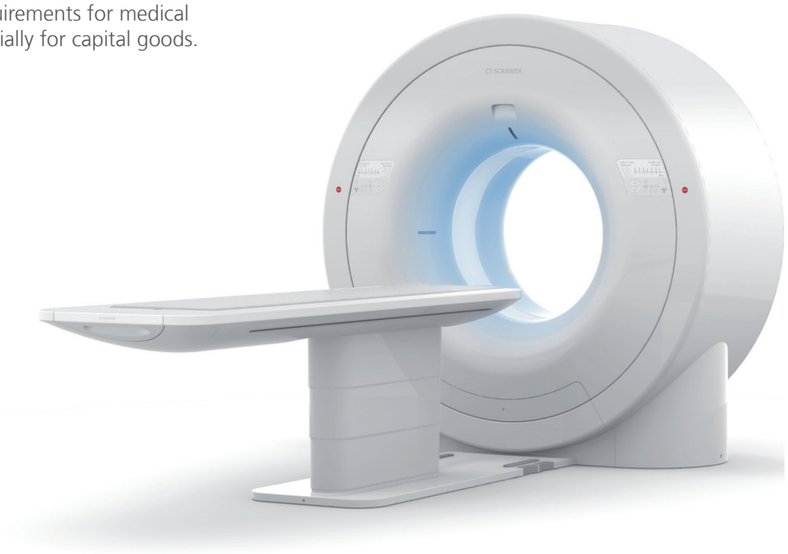
clear controls and structured workflows reduce complexity and support immediate understanding.

**korean company** | ct scanner

the simplified form achieves a quiet and unthreatening examination environment for the patient, and also contributes to improved hygiene.

## trust

clarity creates trust and radiates reliability. precision and robustness are basic requirements for medical design, especially for capital goods.



the ts 5000 is an operating table designed to support a wide range of surgical procedures through flexibility, precision, and reliability. its clear product architecture, intuitive operation, and compact design help optimize clinical workflows while creating a calm and professional treatment environment.

## workflow

clear functionality and intuitive handling contribute to efficient workflows throughout the surgical process.

the ts 5000 combines flexibility and precision in a compact operating table design. seamless integration with imaging systems such as ct scanners supports efficient clinical workflows, reducing patient transfers and enabling smooth transitions between diagnosis and treatment.

## integration

seamless integration with imaging systems enables smooth transitions between diagnosis and treatment while supporting efficient clinical workflows.

**omron** | ht b313, b315 | electric tooth brush

due to the slight bend of 11° the back of the rear teeth can be more easily reached and plaque can be more effectively removed than with a straight brush. in addition a flaring of the handle above the button area improves the ergonomics by providing improved grip. there are up to three different cleaning settings, which can be easily selected using a mode button.

## efficiency

thoughtful ergonomic details and optimized geometry improve accessibility and support more effective cleaning. intuitive operation enables efficient daily use and contributes to better treatment results.

**omron** | pm3029 | portable tens unit

the handheld tens pro for electrical nerve stimulation can, by various indications, be used as a part of pain therapy. power supply and electronics are concealed in a functional housing that is easy to clean. the design of the user interface allows intuitive and comfortable handling.

## hygiene

central to medical design is the consideration of the maintenance and care of medical devices.

**thuasne** | promaster | brace series

promaster is thuasne's premium line of braces. the braces for the hand, knee and ankles, elbows and back are made of a breathable knit fabric with a special 3d texture and integrated point-elastic pads. the braces contour to the body perfectly, alleviate muscle strain, stimulate muscles and tendons, and stabilize joints.

## aesthetics

not only the functionality but also the aesthetics are crucial for the acceptance of medical supports worn on the body.

**thuasne** | lombastab | back braces

the lombastab back brace series combines effective spinal support with intuitive handling and high wearing comfort. ergonomic adjustment elements enable simple fitting and individualized compression, supporting everyday mobility and rehabilitation. lightweight materials and a discreet, non-stigmatizing appearance create a product that balances medical functionality with user acceptance.

## acceptance

intuitive handling and a discreet appearance increase user acceptance and support everyday use.

**yamato scientific** | mfh 800 | magnetic stirrer

the mfh 800 and mfd 800 are laboratory solutions designed for precise temperature control and reliable stirring of chemical solutions. a clearly structured interface supports intuitive operation, while the simplified product architecture facilitates cleaning, maintenance, and flexible adaptation to different laboratory requirements.

## simplicity

reduced forms and clearly organized functions improve usability and support everyday laboratory workflows.

**yamato scientific** | re202 | rotary evaporator

the re202 rotary evaporator offers efficient distillation in a compact and user-oriented design. intuitive controls, flexible system configurations, and adaptable component placement support diverse laboratory workflows and applications.

## functionality

functionality is the core of a product. different setups and workflows, scope of daily procedures, product maintenance and cleaning - understanding the lab environment is essential to optimise functionality. this will result in a stress-free, efficient, and precise operation.

a comprehensive corporate product design was developed for linde material handling's warehouse handling equipment portfolio. dynamic geometric forms and recurring design elements create a distinctive design language that strengthens brand recognition across the product range.

## product architecture

a clearly structured product architecture creates coherence throughout the portfolio and supports future product development.

within the scope of a design strategy project for linde material handling, a new corporate product design was developed and applied across a range of warehouse handling equipment. the clear formal language combines dynamic lines with soft geometric surfaces, creating a strong and distinctive appearance. a consistent design architecture with recurring elements strengthens brand recognition across the entire product portfolio.

## recognition

a distinctive formal language enables immediate identification and strengthens recognition across the entire product portfolio.

**hasegawa** | professional line | ladder range

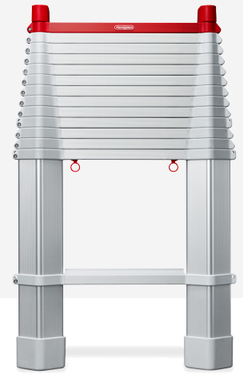
the professional ladder range was developed for hasegawa with a strong focus on safety, usability, and durability. a distinctive design language with clearly recognizable control elements strengthens brand recognition across the product portfolio while communicating quality, safety, and sustainability.

## visual identity

a strong visual identity creates differentiation and ensures recognition across international markets.

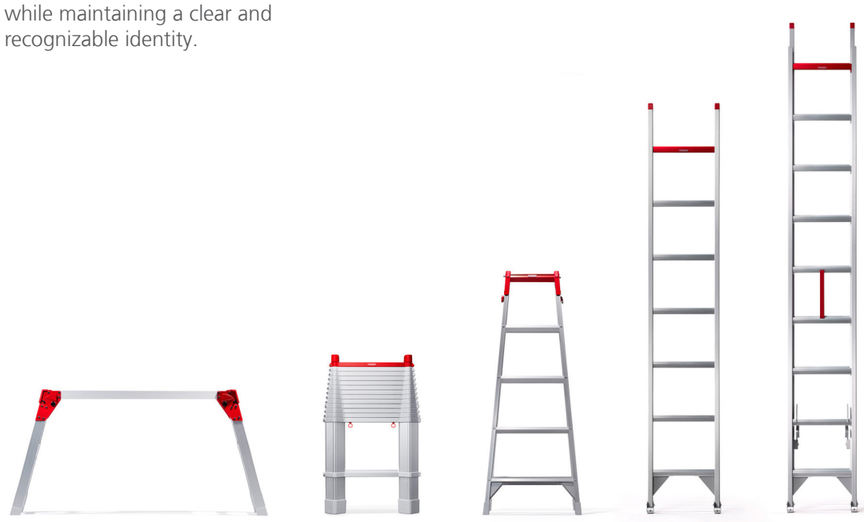
**hasegawa** | skyladder | telescopic ladder

skyladder is a telescopic ladder with expandable aluminum profiles, offering compact storage and easy transportation. wide ergonomic treads provide comfort and safety, while the distinctive colored control elements enable intuitive operation and establish a recognizable design language.



## scalability

a unified design system can be applied across different product categories while maintaining a clear and recognizable identity.



**kokuyo** | amos | meeting chair

amos is a simple yet elegant stacking chair that is ideal for large-scale meeting rooms and training applications. the ability to stack up to 25 chairs allows for space-saving storage. optional linking and upholstered seat pads, plus a slit in the seat for carrying, make the chair suitable for a wide variety of uses.

## functionality

a busy office environment requires appropriate furniture systems that are functional, comfortable and flexible. clear and precise design ensures high efficiency, simple operation and suitability for a wide variety of uses.

**schönbuch** | cabin | cabinet system

from the outside, the modular furniture system cabin looks remarkably simple, but on the inside the highly functional fittings offer an impressive amount of storage space. cabin can be custom-fit to suit virtually any room. the cupboard units come with lacquered or wooden door surfaces and in heights of up to 300 cm.

## modularity

since the world population grows every day, there will be less living space in the future. as designers, we must develop home technologies and furniture that will be able to fulfil several functions and offer a broad spectrum of applications.

**hewi** | aq950 | washbasin system fitting series

the faucets for home and public use are characterized by their clear design, reliable technology, and use of high-quality materials. intuitive operation is ensured through touchless activation in the sensor version and a long ergonomic handle in the manual version.

## versatility

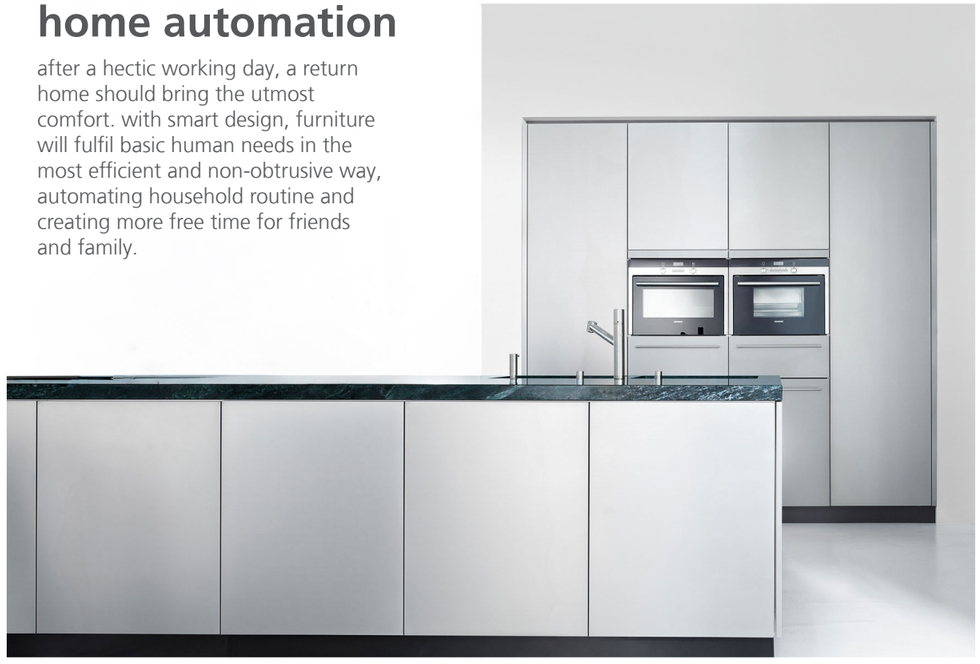
the washbasin system fitting series aq950 offers a sensor-controlled electronic washbasin fitting and a manually operable single lever washbasin mixer tap.

**forster** | pur 11 | kitchen system

for pur 11, f/p design developed a kitchen system defined by a precise product architecture and a clear material concept. steel becomes both a functional and identity-defining element, creating a distinctive and recognizable design language.

## home automation

after a hectic working day, a return home should bring the utmost comfort. with smart design, furniture will fulfil basic human needs in the most efficient and non-obtrusive way, automating household routine and creating more free time for friends and family.



**bree** | retail stores and furniture system

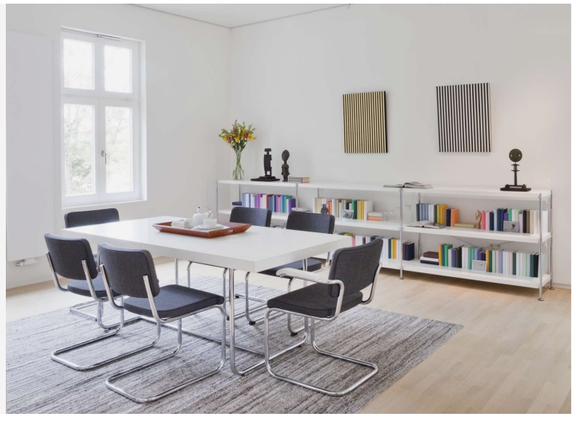
clarity of form is what characterizes the timeless shop design of the prestigious bag manufacturer bree. the modular shop outfitting concept places the focus firmly on bags and luggage. f/p design developed guidelines for corporate shop architecture, designed the retail furniture system and planned the interior design of over 160 retail outlets worldwide.

## consistency

unified design principles ensure a coherent customer experience across international retail environments.

**thonet** | 7000 | shelf system

shelf system 7000 combines a clear design language with a highly modular construction. tool-free assembly and flexible expansion in width and height enable versatile configurations for a broad range of living and working environments.



## flexibility

f/p design develops adaptable solutions for changing living and working environments. furniture can be reconfigured, extended, or repurposed to support different uses while ensuring long-term value and usability.

**kokuyo** | agata/d | office chair

formally reduced to the essentials, agata/d unites advanced functionality and user-friendliness with most comfortable seating positions. agata/d is characterized by its clear lines, a slim seat mechanism, and an easily adjustable lumbar support. the swivel chair range comes in two back heights.

## ergonomics

thoughtful ergonomic design and flexible adjustment functions support comfort, health, and productivity in diverse working environments.

**koleksiyon** | tola | office and conference chair

tola is a modular chair system designed for a wide range of office, conference, and meeting environments. its flexible architecture supports different seating configurations, while the timeless design language enables seamless integration into both working and living spaces.

## adaptability

flexible configurations support different users, environments, and ways of working.

**leinfelden-echterdingen city** | mobility hubs

a modular mobility hub system was developed for the city of leinfelden-echterdingen to connect different modes of transportation within a unified design framework. clear architectural elements provide orientation, strengthen recognizability, and enable flexible adaptation to diverse urban contexts.

## connectivity

integrated mobility services enable seamless connections and efficient movement throughout the city.

**üstra** | railway station

a modular station design system was developed for üstra to create a consistent and recognizable public transport environment. integrated shelters, signage, and lighting improve orientation, comfort, and accessibility for passengers.

## wayfinding

clear information systems support intuitive navigation and improve the passenger experience.

**morita** | showroom kyoto

the morita showroom in kyoto combines a clear spatial structure with a refined material concept to showcase the company's product portfolio. high-quality materials, a minimalistic design language, and carefully defined zones create a calm environment for customer interaction while emphasizing the quality of the products on display.

## brand experience

spatial design, lighting, and communication elements create an engaging and memorable brand presence.

**morita** | fair stand at japan dental show in osaka

the exhibition stand for the japan dental show translates morita's brand values into a clear and distinctive spatial experience. defined presentation zones, precise detailing, and high-quality materials create a premium atmosphere while supporting intuitive navigation and communication.

## spatial organization

clearly defined presentation zones structure products, information, and visitor flows throughout the exhibition space.

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