

Vidak: Client Testimonial

Noel Snook (of Snook Design Limited) worked with Vidak since May 1996. He was contracted to assist with our new product design and offer advice on appropriate materials and alternate design options.

Noel has utilised his experience in product development with us on the basis that we provide a project brief and our designers, both in house and external, would provide the concept and the vision for what was expected.

Noel would regularly attend Product Development Meetings where he was briefed and would enter into discussions as to how the concept may proceed. Noel would produce sketches during these meetings to explain how the design may be developed, then follow up by producing 3D models of the concept using SolidWorks design software.

It should be noted that we were often working with ideas that had not previously existed, and the way components within the design would link together and interact meant conceptualising the whole finished product and then working back to the individual components. Not an easy thing to do.

We were always under time constraints, as end users had set time goals which had to be met, so often a system would need to be developed in half the time one might normally allow for designing, prototyping and testing. This meant a lot of trust was placed in Noel to produce a workable system, requiring all the components within the design to interact correctly first time.

On occasions, when necessary, Noel would work through the night to meet a dead-line, and send drawings through in the early hours of the morning for assessment prior to meetings with our end user client that same morning. He provided animated drawings (E-Drawings) showing how the various components would interact, and to allow the less CAD savvy understand how it all would come together.

Noel was heavily involved with two of our leading products ('Motion' & 'Spirit' systems) developed for the workstation market and helped ensure these products met market expectations. We would not have achieved these goals with out a huge reliance on Noel's skills as a design engineer and his ability to interpret the brief and turn it into reality. He is always dedicated to the task and will not stop until he has met the required time constraints and design goals.



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He is also very knowledgeable on what materials might work best with which design, and provided a gateway to the various manufacturers who work throughout NZ. He was also involved in communicating with our overseas suppliers, ensuring that they met the brief and interpreted his drawings correctly, to the point that Noel would check the items to ensure they met the tolerances and would function correctly.

Noel has been one of the factors that have helped Vidak reach its position in the NZ market and produce products that now sell world wide.

Mike Vidak
Director

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