



CORPORATE BRANDING FOR EPIONICS GmbH

Standards as the backbone of the company

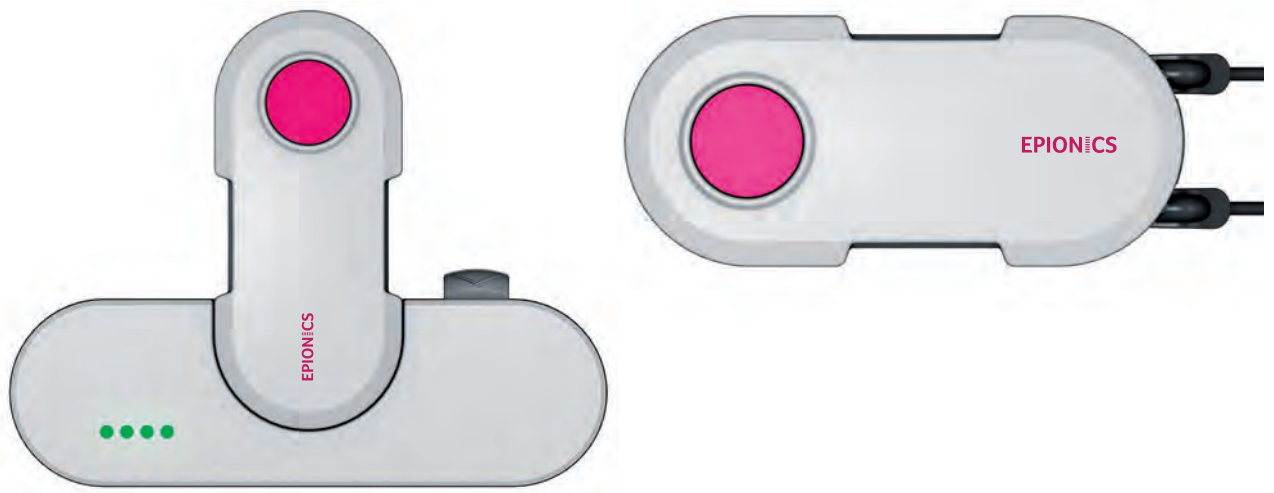
Erdmann Design supported the startup company Epionics with an extensive service offer right up to market entry.



Product design, brand design, screen design, corporate communication: an extensive service offer for the market introduction of the new Epionics System for 24-hour monitoring of spinal movements.



The Epionics Monitoring System



Storage unit and recording device

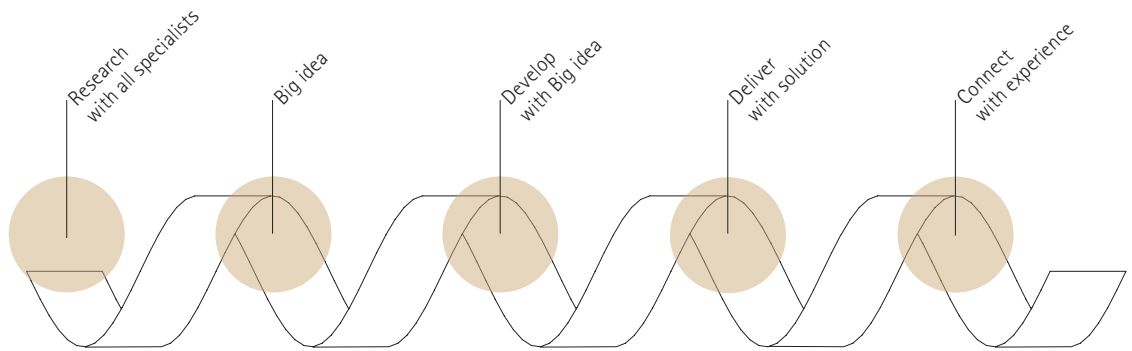
Reduction of the number of chronic back problems and high complication rates with pain in the spinal region requires objectification of diagnosis and treatment successes.

A new gold standard for diagnosis and treatment validation of lower back pain was developed through human centered design methods by Erdmann Design. After a practice-related analysis of the product idea, the examination of company values revealed the strategy for corporate branding and led to the company's development.

Cooperation with scientific partners led to the creation of risk and monitoring validation using design thinking models. With the new medical standard in pain therapy, the advantages of the EPIONICS Spine Monitoring System can be implemented immediately by doctors and healthcare specialists in 24-hour movement measurement.



Photographs taken and installation for the image poster



Project in 2008

Sub-projects:

Corporate branding workshops

Definition of the brand

User experience

Cooperation with doctors

Market introduction

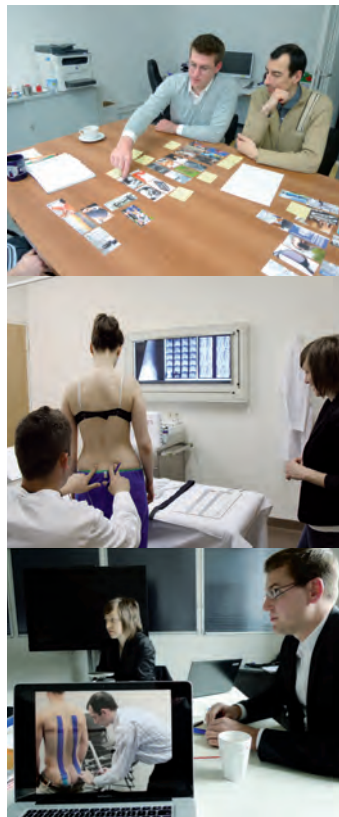
Corporate design

Guidelines for market introduction

Establishment of the Epionics brand

Trade fair concept

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