

_FACT SHEET

Martin Beeh, Dipl. Designer (FH).
Industrial Designer, Materials Expert,
Design Thinker and Strategist.

Experienced Design and Innovation
Manager. Proven track records at
world-class companies: Décathlon,
Electrolux and Material ConneXion.

Founder and owner of beeh_innovation,
based in Cologne, Germany.



Member and Delegate VDID
(Verband deutscher Industriedesigner)

Member DMI
(Design Management Institute Boston)

beeh_innovation
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We provide custom-made, innovation and design management tools to support companies and organisations. New ideas and technologies are implemented and transformed into successful products and services.

Sustainable market success: The comprehensive innovation process brings together the best talents and ideas. The execution of the latest creative techniques is put into practice. beeh_innovation formulates for its clients a focus on essential user requirements, and develops effective brand building.

The tools for success

_Innovation Management

Defining the comprehensive process, from business and marketing strategy all through to market introduction and feedback.

_Marketing Strategy
_Consumer Opportunities (Consumer Insight,
Business Opportunities)

_Concept Development (Creative Techniques,
elaboration of product or service concepts)
_Product Development, Design Management,
Market Introduction

Experience in various industries: Household appliances, ceramics for architectural application, sportswear, automotive, stationary and writing utensils.

_Design Management

beeh_innovation oversees the entire design process.

We function closely with you to develop the success of your product. Our expertise and successful experiences in design and management will assure you of market break-through solutions.

_Industrial Design
_Interior Design / Exhibition Design
_Graphic Design
_Corporate Identity / Branding

Industries: Household appliances, consumer goods, consumer electronics, sportswear, interior architecture, public design, transportation design, tableware, packaging design.

_Materials Expertise

beeh_innovation selects appropriate materials and advises you on production methods. We are committed to a complete evaluation of your R&D briefs. Mechanical and chemical properties are respected, as well as availability of materials, cost frame and the perceived value of the suggested solutions.

_Materials Marketing for producers or distributors of materials: We can advance your definition and implement the proper marketing concept to reach your target group.

We generate Materials Expertise and Marketing to you, largely due to our influence of well-established, international renommée of high quality materials experts and promoters.

_Innovation Workshops

_Creating ideas: Consisting of small groups addressed by various fields of expertise in rethinking and creating new approaches.

_Concept selection: Proven methods that deliver thriving concepts which are analysed as successful potential market outcomes. Innovation projects elevate this to a higher level.

_Room for new: It is highly recommended to run the workshops outside the daily working environment. Professional expertise from other companies or organisations will ensure diversity and expand the mind set to amplify multi views and boost new perspectives.

Industries: Household appliances, ceramics for architectural application, sportswear, automotive, stationary and writing utensils.