

Focus on vision and design

Product design, interaction design and strategic harmonization of portfolios have grown successfully in the last 5 years at AVD. AVD has proven that for manufacturers of equipment both long term and short term developments are important to ensure success in the future. The long term vision is important for teams to share the same main direction and to create coherence. The short term developments are equally important to test, prove and sharpen the main direction and establish short term market success.

AVD has the tools and experience to do this.

AVD's enlarged design group

Albert van Dorssen is teaming up with **Marc Platschorre** and **Joris Helming**. Marc and Joris are graduated industrial designers and work independently. Albert and Joris successfully worked together on AVD projects and Marc supported Albert in strategic projects.

Areas of expertise:

- Strategic concept making
- Product design and Styling
- Interaction design
- Three (3) SolidWorks seats



L to R: Albert, Marc and Joris



Marc Platschorre holds a Bachelor degree in Mechanical Engineering (1998) and a Masters degree Industrial Design at the Delft University of Technology, faculty of Design Engineering (2001). Marc's special skills include visualisation in 3D CAD (Solidworks/ 3D studio Max). He is also competent in handsketching and actively uses this skill during designing. Marc realised plural professional equipment products. [\[linkedIn\]](#)



Joris Helming holds a Bachelor degree of Product Design at the The Hague University (2010). He gained experience as product-designer and interface designer in different projects like Dutchcree acoustic panel systems, Bruker analytical equipment and the iPhone App called Mixblocks. Special skills; SolidWorks 3D modelling, Photography. [\[linkedIn\]](#).