



Oliver Kratzer

Graduated 1991
Bachelor of Industrial Design



Ampfibian MINI

The Ampfibian MINI is a 15Amp to 10Amp power and safety adaptor. It is the budget version of the company's premium product (the MAX). Although it consists of only three custom moulded parts, there are a number of factors that make this a great project.

Firstly, nobody in the company wanted it. It took more than 18 months to convince people that there was demand for it. Secondly, everyone believed that it would undermine sales of Ampfibian's premium product. Thirdly, everyone predicted it would tarnish the company's high-end brand image. Finally, nobody believed that it could be made profitably in Australia.

Everyone was wrong: sales started with a bang and just kept on rising; within eight

months it was stocked nationwide by Australia's leading hardware chain. The premium product's sales have increased due to the greater awareness of the product category. The company's brand has been enhanced because although the MINI is a budget product, it is also a quality product. And top it off: it is proudly and profitably made in Australia.

Industrial design gives excellent whole-of-business insights, which were all applied. "Design" drove the project from concept to completion, thought 90% of the effort was spent thinking, strategizing, juggling numbers and getting people on-side. The "sketch, CAD, prototype, document, produce" component was critical, but only took three months.

CV

2014 - Now Ampfibian Pty Ltd - director and co-owner

2011-2015 UNSW Built Environment - Dean's Advisory Committee

2014 Member of Australian delegation to Beijing Design Week

2012-2014 Australian Design Alliance (AdA) - Chairman

2010-2012 Design Institute of Australia (DIA) - National President

2012 Utzon Lecture "The Future of Industrial Design"

2001-2010 DIA State Councillor/President, National Director/ Treasurer/Vice President

1995-2014 Ideal Industrial Product Design and Development - Director

1991-1994 Nielsen Design Associates - Industrial Designer

www.ampfibian.com.au

Awards

2014 Good Design Award - Gold - BOLO Forklift Vision Safety System

2013 Good Design Award - Gold - Ensitech TBX-700

2009 IDEA - Gold Award (joint recipient) - JLG LiftPod

2006 Packaging Council of Australia - Gold - Ethos

1991 Alumni Association Award for Outstanding Academic Achievement

1990 Sony Design Vision - Regional Finalist

1989 Illuminating Engineering Society of Victoria - Bronze Medal

Uni Memories

University life was truly great - make the most of it - say "Yes!" to everything that comes your way!

Advice

Whatever you choose to do, give it 100 percent



Works by South Australian Industrial Design Alumni

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