



### Problem

“Shirtmaster” was launched in the early 90’s as a solution to tedious ironing, offering a quick, simple alternative to the standard ironing board. The product was advertised in the broadsheet newspapers, and for 10 years saw high sales. The dawn of the internet saw sales drop and the product was discontinued.

### Development

The patent holder approached JNDC to re-launch the product, reviewing every element of the design in light of modern manufacturing processes, leading to reduced costs and increased “premium” quality.

JNDC reverse engineered the design, focusing on part reduction as well as weight reduction as the cost of delivery was directly related to the weight of the product. Packaging design was also covered, as the original product had a high return rate due to transit damage.

### Solution

By reducing the weight and passing critical drop tests demanded by the large catalogue companies, Shirtmaster has now been licensed to Morphy Richards and can be found on sale at John Lewis and other leading stores.

