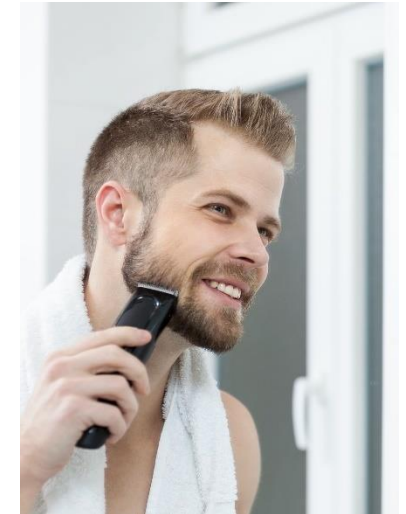


Challenge

FUTURE CONCEPT OF SHAVING AND STYLING

New type of electric shavers have been launched. This new generation appears like conventional shavers (like Gillette etc.) but have "typical" electric shaving blades with multipurpose use. All of them share the same dilemma as there is no close shave possible and a stubble beard remains.



Industry Partner



PAYER, located in St.Bartholomae near Graz, is a leading and worldwide acting OEM/ODM Personal Care- and Grooming Products supplier. With more than 75 years of experience in this business field with facilities in Austria (HQ), Hungary and China it is a supplier to A-Brands like Braun, Phillips, Wahl etc.

Mission

- Review and evaluation of existing products
- Brainstorming of possible products and different concepts
- All-in-one product for close shave, stubble beards and styling
- Evaluation of digitalization potential for wear indication
- Consideration of existing patent situation

