

Challenge

Reinventing a drive concept for small Personal Care products

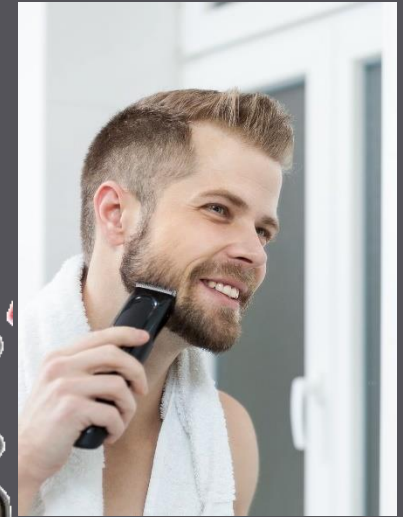
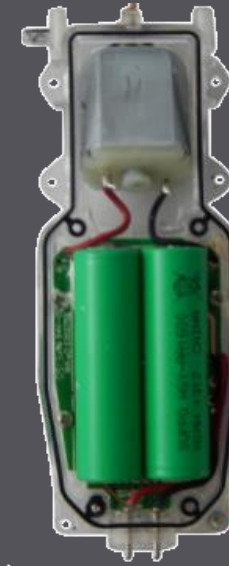
Almost all personal care products with the necessity of having a rotation movement have something in common – a more or less simple and cheap electric motor.

Is such solution still up to date or are there possibilities to get a rotation or translational movement in a different way ?

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, Philips, Wahl etc.



Mission

- Review and evaluation of existing products (e.g Motor with Eccentric, Piston rod etc...)
- Brainstorming of possible different on market available systems (brushless motor, Pivoting Motor, Linear motor etc...)
- Consideration of existing patent situation