



Good design is not subjective. It meets criteria that determine a product's success in a variety of areas, from manufacturing efficiency to performance, quality, ease-of-use, and of course, visual and emotional appeal. When design makes all of these factors work, a product is successful.

The examples of outstanding design featured here are targeted at a variety of markets. Though they meet different needs and have hugely diverse functions, each demonstrates how innovative thinking, engineering know-how, creativity, and the enlightened use of plastics can breathe life into any idea and change a market's expectations of what a product is, does, and should be.

We have selected the best examples of design from outstanding entries. These products are the latest word in good design.



Building a better mousetrap

UniKeep's patented one-piece PP binder provides product differentiation and utility for a U.S. market valued a \$1.87 billion. The View Case Binder is symmetrical and stacks horizontally or vertically in one direction – no need to alternate spines. It is enclosed, which permits filing loose items. Molded-in "rings" open and close via snap fits. Transparent overlay, sealed on two sides, permits content identification. Designer: UniKeep LLC, Dublin Ohio **MP**

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