



Tuesday, December 04, 2012 10:31 AM

Design Consultancy Ergonomidesign is now Veryday

Specialists in people-driven design and innovation have changed their name to reflect its entire business, moving beyond just ergonomics and design.

Since 1969, Swedish design consultancy firm Ergonomidesign has lent its expertise to products ranging from BabyBjorn baby carriers, and to the Koenigsegg sports car. Many of its unique, innovative, user-centric products have been displayed at international design museums such as the MoMA in New York and the Design Museum in London.

Now, the company is redesigning itself as Veryday, to embrace its entire business based on multi-disciplinary research into physical, cognitive and emotional aspects of product design and development.

"This year we are celebrating 43 years of stimulating assignments, an advanced age for a design company. We think we are doing better than ever; we are larger, more global and award winning. The key to our success lies in our willingness to continuously develop both as people and as a company. Now it's time to take the next step - a new name that embraces our whole business", says Krister Torsell, CEO of Veryday.

In recent years, Veryday has been working more and more with design and innovation projects for American and Asian companies. A new office in New York is expected to facilitate these new collaborations and the new name will reflect the evolving business in a better way and not least make it a little easier to communicate.

In the medical device space, Veryday has lent its expertise to designing asthma inhalers, ventilators, self-injector pens and interactive healthcare surfaces. For more information visit www.veryday.com.

Veryday (previously Ergonomidesign) has been a regular contributor to [MEDdesign blogs](#) for MedicalDeviceSummit. [Read their blogs here](#).

Comments:

Be the first to leave a comment.

Post your comments about this article or questions for the author here

CAPTCHA Validation



Code:

Publish Comment