



A LEGACY



Design Interface Legacy Book created by Alexandra (Addie) Lutz with art direction and editing by Carla Blackman, Adrian Slattery, Anita Morselli-Zakrajsek and Douglas Halley.

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▷ 4A

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▷ 5A

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▷ 8A KODAK SAFETY FILM

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▷ 9A KODAK SAFETY FILM

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▷ 10A KODAK SAFETY FILM

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▷ 11A KODAK SAFETY FILM

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## OUR STORY

It started at Central St. Martin's in London, England where we met in 1976, we both have BA (Hons) degrees in Industrial Design and MBAs. The story that people need to know is more about what Design Interface has given us.

It gave us control over our lives.

I started the business in 1984 doing freelance graphics after finishing my MBA. Adrian came into the business later, also armed with an MBA. In 1984, we landed our first client, Rossborough Manufacturing. They were Adrian's employer at the time. Our son David was one years old. Adrian quit his full-time job at Rossborough in 1987 and we also had our second child, Jenna. At that time, we started getting more industrial design work and bigger projects.

-Carla



3900 JOBS COMPLETED AND COUNTING



07/24/16	Frank Bell Throwing	1000.0	12/03/03	ASM INTERNATIONAL-BROCHURE	2975.1	6/26/11	GE Dimmer Purchase Project	CD427	1287.0	MAS-(MID AM) HOCKEY PLAYER TOOTHBRUSH
08/08/18	Count the Gym/Valet	1002.0		BRIMAR-PACKAGE?	2976.1	7/11/11	Gymvalet Postcard (7-11)	CD390	1288.0	LES-LETTERHEAD SCAN
08/14/18	GE Dimmer Compatibility	1054.0		DESIGN INTERFACE HOURS	2977.1	7/15/11	GEPS12W-60M Instructions	CD400	1289.0	DESIGN INTERFACE-SPREADER /SCRAPE
08/14/18	GE LALR series install	1234.0		DESIGN INTERFACE HOUR	2978.1	7/15/11	GE Tetra MiniMAX Instructions	CD399, CD	1290.0	ROSSBOROUGH-REVIEW JAN 94
09/23/18	GE LALS series install	1234.0		DESIGN INTERFACE POR	2979.1	7/15/11	GE Tetra MAX Instructions	CD392, CD	1291.0	DESIGN INTERFACE-PARTITIONS
12/16/15	LES Meeting Chart 2001-2018	1234.0		DESIGN INTERFACE WC	2980.1	7/15/11	GE Tetra PowerMAX Instructions	CD399, CD	1292.0	ROSSBOROUGH-REVIEW JULY
14/14	GE Avery Hyperlon	1234.0		DORADO RENDERING	2981.1	7/20/11	GE Tetra miniStrip Instructions	CD399, CD	1292.0	OHIO CREAMERY-CARD REPRINT
07/18	GE ITO Support	1234.0		NEW AVENUES WEB	2982.1	8/3/11	GE Tetra EdgeStrip Instructions	CD399, CD	1293.0	US261-SELL SHEET, HEX LABELS
7/18	LES Viewpoints 12-18	1234.0		WEBSITE TONIGHT	2983.1	8/3/11	Sport Zoo Logo	CD384	1294.0	MAS-(MID AM) 3 MIL DROP CLOTH
7/18	LES Nouvelles 12-18	1234.0		PAULA FLAG BEAR	2984.1	8/10/11	GE ET22 Luminaire Instructions	CD412	1295.0	FRIENDSHIP HOUSE-DISPLAY & POSTERS
7/18	LES Global News 12-18	1234.0		RUBBERMAID-FU	2984.2	8/10/11	Kilmakher IV Ramp	CD387	1296.0	DESIGN INTERFACE-TRUCK TANK
7/18	Dr. Leedy CPSI-Pocket Fol	1234.0		FRIENDSHIP HC	2985.1	8/15/11	Kilmakher IV Ramp	CD387	1297.0	CENTURY-STRAUB FILES MODEL
7/18	Fowlers Mill Website Design	1234.0		MAS-(MID AM)	2986.1	8/16/11	CIA faculty show- thermometer	CD388	1298.0	ROSSBOROUGH-GERMAN SHOW
7/18	GE ALR2 install	1234.0		BIO AGRIPON	2987.1	8/17/11	Bushman quarter-page ad	CD387	1299.0	CONVENIENT SPECIALITIES-WEGMAN LABE
7/18	LES Annual Report 2017-18	1234.0		BIO AGRIPON	2987.2	9/27/13	Bushman - Michelman sell sheet change	CD390	1300.0	CONVENIENT SPECIALITIES-STOP & SHOP
7/18	Sensor Dev Corp Enclosure Mod	1234.0		MAS-(MID AM)	2987.3	02/27/14	Bushman - Michelman sell sheet revisions	CD443	1300.0	ROSSBOROUGH-BOF PROGRAM AD CHICA
7/18	GE Wiring Diagrams for install	1234.0		MAS-(MID AM)	2988.1	8/23/11	GE Evolve Area Light	CD398	1301.0	CONVENIENT SPECIALITIES-0003
7/18	Juzo Custom Pattern System	1234.0		MAS-(MID AM)	2989.1	8/24/11	Final Drop POP Graphics	CD389	1302.0	STAR BUILDERS-ED MULINAX COLLAGE
7/18	GE install template research	1234.0		MAS-(MID AM)	2990.1	8/24/11	LES Annual Meeting San Diego11	CD413	1303.0	CLEVELAND VIBRATOR-ADVERTISING
7/18	MIDAS Fontanyl Patch Enclosure	1234.0		MAS-(MID AM)	2991.1	8/24/11	GE Wall Wash Instructions	CD416	1303.0	CONVENIENT SPECIALITIES-SIDARI
7/18	GE Red Edgeslip Install	1234.0		MAS-(MID AM)	2992.1	8/24/11	Power supply Instructions	CD399, CD4	1304.0	MAS-(MID AM) TOOTHBRUSH DISPLAY BOX
7/18	LES Web Banner Map 2018	1234.0		MAS-(MID AM)	2993.1	9/13/11	GEPS24W-80M Installation Instructions	CD399, CD4	1304.0	CONVENIENT SPECIALITIES-SIDARI LUGUIN
7/18	Farm Market Banners & Postcards	1234.0		MAS-(MID AM)	2994.1	9/26/11	GEPS12-20 Installation Instructions	CD406	1304.0	CONVENIENT SPECIALITIES-WEGMAR, STOP
7/18	LES Yokohama Ad	1234.0		MAS-(MID AM)	2995.1	9/26/11	les Nouvelles 11-11	CD407	1305.0	MAS-(MID AM) DROP CLOTH DISPLAY
7/18	GE Arize Element Top Light NA install	1235.0		MAS-(MID AM)	2996.1	10/3/11	LES Viewpoints 11-11	CD390	1306.0	MAS-(MID AM) TOOTH. BOX (CREST STYLE)
7/18	Agilobita Cabinet/Bed Inc	1236.0		MAS-(MID AM)	2997.1	10/3/11	LES Frank Barnes Program	CD390	1307.0	TERRY FARMER-CAMCORDER GAME PHOTO
7/18	RPL Series install	1237.0		MAS-(MID AM)	2998.1	10/3/11	LES Business Lunch Program	CD410	1308.0	ROSSBOROUGH-BOF CHICAGO 94
7/18	Refit Solutions RPL Door Kit install	1239.0		MAS-(MID AM)	3000.1	10/24/11	LES Blue Pages redesign	CD390	1309.0	LAKEWOOD EDUCATORS NEWSLETTER
7/18	High-Tech Sector Survey 2017	1240.0		MAS-(MID AM)	3000.2	02/03/16	Alessio Design Logo	CD461	1310.0	CONVENIENT SPECIALITIES-SHOP N SAVE B
7/18	Global News 03-19	1241.0		MAS-(MID AM)	3001.1	10/31/11	Alessio Design Logo	CD418	1311.0	WAXMAN-PLUMBING FILM
7/18	Upoints 03-19	1242.0		MAS-(MID AM)	3002.1	11/10/11	LES Logo w/ Local Chapters	CD402	1312.0	NOCK-CALENDER, LABELS, PO AND INV FILM
7/18	Market Display Fixtures	1243.0		MAS-(MID AM)	3003.1	11/21/11	GE RH20 Immersion installation instructions	CD390	1313.0	CENTURY-STE CAR PAD REDESIGN
7/18	Banners 2019	1244.0		MAS-(MID AM)	3004.1	11/21/11	Twitch Exerciser	C3997	1314.0	MAS-(MID AM) NEW SIZE 5 TOOTHBRUSH \$1
7/18	AM Knee Device	1245.0		MAS-(MID AM)	3005.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1315.0	WELLER WILHELM-COPY REDUCTIONS
7/18	2 Install	1246.0		MAS-(MID AM)	3006.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1316.0	VIRTUAL SYSTEMS INC-LOGO
7/18	Logo	1247.0		MAS-(MID AM)	3007.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1317.0	HAYNES-REPRINT, SPRAY & GASKET SHEETS
7/18	Day Logo 2019	1248.0		MAS-(MID AM)	3008.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1318.0	FRIENDSHIP HOUSE-MUGS, WATER BOTTLES
7/18	Ve Guide 2019	1249.0		MAS-(MID AM)	3009.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1319.0	FRIENDSHIP HOUSE-INCENTIVE CHARTS
7/18	Memory Book	1250.0		MAS-(MID AM)	3010.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1320.0	CONVENIENT SPECIALITIES-SIDARI LABELS
7/18	08-19	1251.0		MAS-(MID AM)	3011.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1321.0	Q PANEL-QUV CONTROL PANEL/COLOR REVI
7/18	5-19	1252.0		MAS-(MID AM)	3012.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1322.0	MAS-323 BENT TOOTHBRUSH
7/18	Install	1253.0		MAS-(MID AM)	3013.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1323.0	WAXMAN-CLEARFLOW PHOTOS
7/18	ly sticker	1254.0		MAS-(MID AM)	3014.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1324.0	MAS-(MID AM) AIRLINE TOOTHBRUSH
7/18	Concepts	1255.0		MAS-(MID AM)	3015.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1325.0	CENTURY-HIGH CHAIR PHASE 2
7/18	as Cookie Mix Labels	1256.0		MAS-(MID AM)	3016.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1326.0	CONVENIENT SPECIALITIES-(TOWER COMPAN
7/18	2019	1257.0		MAS-(MID AM)	3017.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1327.0	WAXMAN-FLOORING FILM
7/18	next level	1258.0		MAS-(MID AM)	3018.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1328.0	CENTURY-T SHIELD
7/18	& Achievement Awards Flyer	1259.1		MAS-(MID AM)	3019.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1329.0	MAS-(MID AM) CELEBRATION TAPE
7/18		1259.2		MAS-(MID AM)	3020.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1330.0	ROSSBOROUGH-36" STENCILS
7/18		1259.3		MAS-(MID AM)	3021.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1331.0	ROSSBOROUGH-AD ATLANTA 92
7/18		1259.4		MAS-(MID AM)	3022.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1332.0	ROSSBOROUGH-CHANGES TO VIDEO
7/18		1260.0		MAS-(MID AM)	3023.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1333.0	LES-VIEWPOINTS-01/94
7/18		1261.0		MAS-(MID AM)	3024.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1334.0	MAS-(MID AM) TAPE DISPENSER
7/18		1262.0		MAS-(MID AM)	3025.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1335.0	FRIENDSHIP HOUSE-CATALOG 94 WINTER
7/18		1263.0		MAS-(MID AM)	3026.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1336.0	MAS-(MID AM) TOOTHBRUSH PRICING LIST
7/18		1264.0		MAS-(MID AM)	3027.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1337.0	US261-HUGGER DISPLAY BIN LABELS (REORD
7/18		1265.0		MAS-(MID AM)	3028.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1338.0	OHIO SCHOOL PICTURES-ORDER FORM
7/18		1266.0		MAS-(MID AM)	3029.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1339.0	ROSSBOROUGH-BOF NASHVILLE MARCH 1995
7/18		1267.0		MAS-(MID AM)	3030.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1340.0	US261-HUGGER P.O.P FRONT
7/18		1268.0		MAS-(MID AM)	3031.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1341.0	LES-WILLIAMSBURG MEETING PROGRAM
7/18		1269.0		MAS-(MID AM)	3032.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1342.0	CLEVELAND VIBRATOR-ENLARGED ADS
7/18		1270.0		MAS-(MID AM)	3033.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1343.0	DESIGN INTERFACE-WESTLAWN SQUARE
7/18		1271.0		MAS-(MID AM)	3034.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1344.0	CENTURY-SWING TRAY
7/18		1272.0		MAS-(MID AM)	3035.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1345.0	CENTURY-LAND ROVER STROLLER
7/18		1273.0		MAS-(MID AM)	3036.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1346.0	NANCY LARSON-DANCE PROGRAM
7/18		1274.0		MAS-(MID AM)	3037.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1347.0	WAXMAN-FAUCET PHOTOGRAPHY
7/18		1275.0		MAS-(MID AM)	3038.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1348.0	CLEVELAND VIBRATOR-BROCHURE COVERS
7/18		1276.0		MAS-(MID AM)	3039.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1349.0	DESIGN INTERFACE-BUSINESS & INDUSTRY SH
7/18		1277.0		MAS-(MID AM)	3040.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1350.0	DESIGN INTERFACE-GREAT LAKES INDUSTRIAL
7/18		1278.0		MAS-(MID AM)	3041.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1351.0	LES-VIEWPOINTS JUNE
7/18		1279.0		MAS-(MID AM)	3042.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1352.0	IHM-CENTENNIAL PROGRAM
7/18		1280.0		MAS-(MID AM)	3043.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1353.0	MAS-(MID AM) TOOTHBRUSH BOX & AD
7/18		1281.0		MAS-(MID AM)	3044.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1354.0	
7/18		1282.0		MAS-(MID AM)	3045.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1355.0	
7/18		1283.0		MAS-(MID AM)	3046.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1356.0	
7/18		1284.0		MAS-(MID AM)	3047.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1357.0	
7/18		1285.0		MAS-(MID AM)	3048.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1358.0	
7/18		1286.0		MAS-(MID AM)	3049.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1359.0	
7/18		1287.0		MAS-(MID AM)	3050.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1360.0	
7/18		1288.0		MAS-(MID AM)	3051.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1361.0	
7/18		1289.0		MAS-(MID AM)	3052.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1362.0	
7/18		1290.0		MAS-(MID AM)	3053.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1363.0	
7/18		1291.0		MAS-(MID AM)	3054.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1364.0	
7/18		1292.0		MAS-(MID AM)	3055.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1365.0	
7/18		1293.0		MAS-(MID AM)	3056.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1366.0	
7/18		1294.0		MAS-(MID AM)	3057.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1367.0	
7/18		1295.0		MAS-(MID AM)	3058.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1368.0	
7/18		1296.0		MAS-(MID AM)	3059.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1369.0	
7/18		1297.0		MAS-(MID AM)	3060.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1370.0	
7/18		1298.0		MAS-(MID AM)	3061.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1371.0	
7/18		1299.0		MAS-(MID AM)	3062.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1372.0	
7/18		1300.0		MAS-(MID AM)	3063.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1373.0	
7/18		1301.0		MAS-(MID AM)	3064.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1374.0	
7/18		1302.0		MAS-(MID AM)	3065.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1375.0	
7/18		1303.0		MAS-(MID AM)	3066.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1376.0	
7/18		1304.0		MAS-(MID AM)	3067.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1377.0	
7/18		1305.0		MAS-(MID AM)	3068.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1378.0	
7/18		1306.0		MAS-(MID AM)	3069.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1379.0	
7/18		1307.0		MAS-(MID AM)	3070.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1380.0	
7/18		1308.0		MAS-(MID AM)	3071.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1381.0	
7/18		1309.0		MAS-(MID AM)	3072.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1382.0	
7/18		1310.0		MAS-(MID AM)	3073.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1383.0	
7/18		1311.0		MAS-(MID AM)	3074.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1384.0	
7/18		1312.0		MAS-(MID AM)	3075.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1385.0	
7/18		1313.0		MAS-(MID AM)	3076.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1386.0	
7/18		1314.0		MAS-(MID AM)	3077.1	11/28/11	GE Tetra PowerStrip Instructions	CD399, CD41	1387.0	





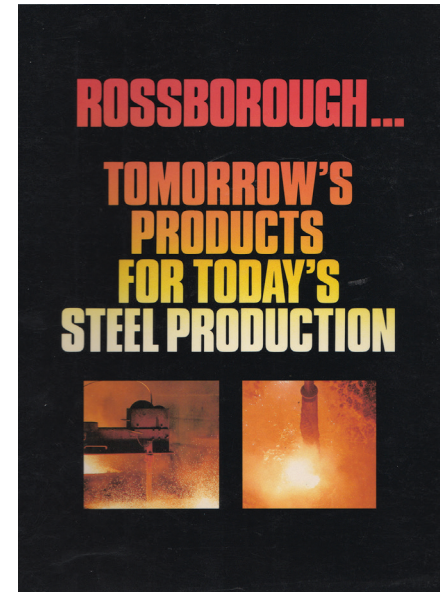
1984-1989

## Q. WHAT WAS THE MOTIVATION TO WORK FOR YOURSELVES INSTEAD OF SOMEONE ELSE?

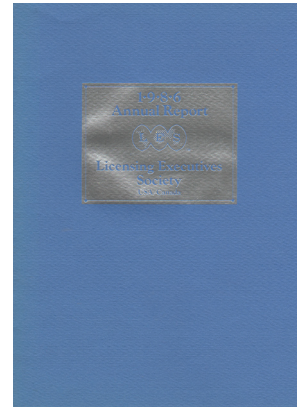
**Carla:** For me, it was the ability to raise children with a flexible job schedule. Design Interface has allowed us to live the lifestyle we enjoy. We've been able to supplement Design Interface with teaching at The Cleveland Institute of Art.

**Adrian:** It allowed me to be creative, building is something I like to do. Also, I enjoy the ability to charge for something we create and to create a finished manufactured product.

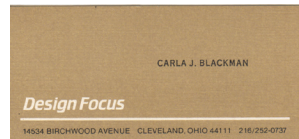
Rossborough  
Manufacturing  
Brochure...first job.



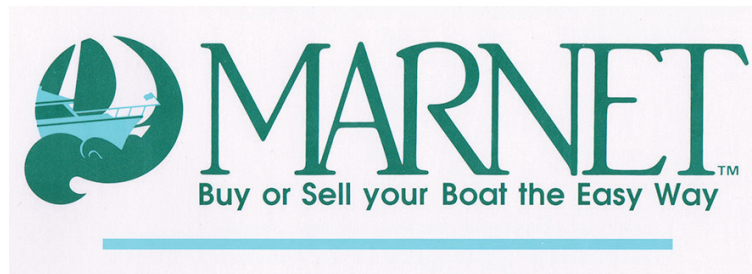
LES (USA & Canada)  
Annual Report with  
foil stamp...first  
of more than 30  
annuals for them.



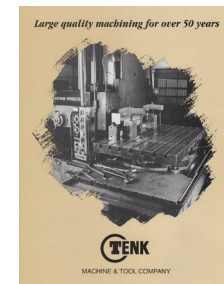
First business card,  
when name was  
Design Focus.



Logo design for boat  
sellers network.



First Design  
Interface promotional  
brochure...a business  
card popped out  
when open.



Tenk Manufacturing  
Brochure.

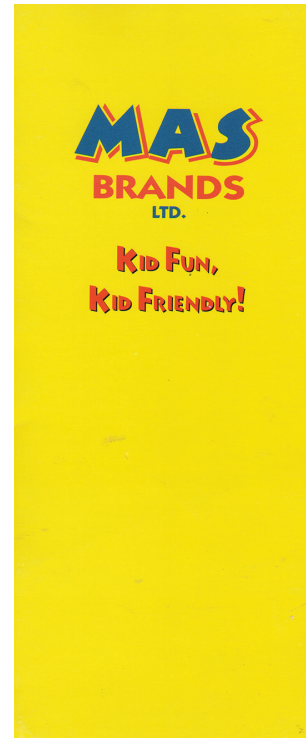


Promotional material  
for LensCrafters  
Clarity lens product.





Star Builders Pocket  
Folder with photos of their  
buildings.



MAS Brands pocket folder  
for licensed products.

## GRAPHIC DESIGN

This is where it all started. Our graphic design department creates logos, branding, packaging, advertisements, annual reports, and other printed work.

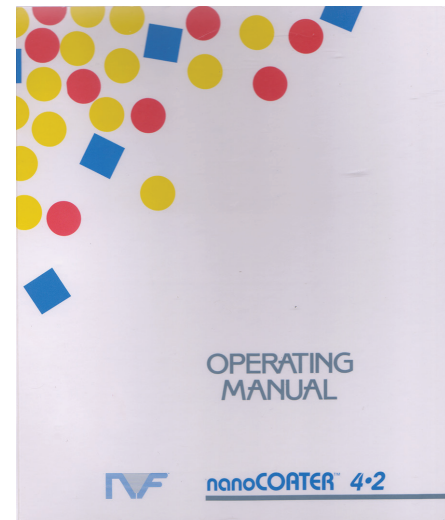


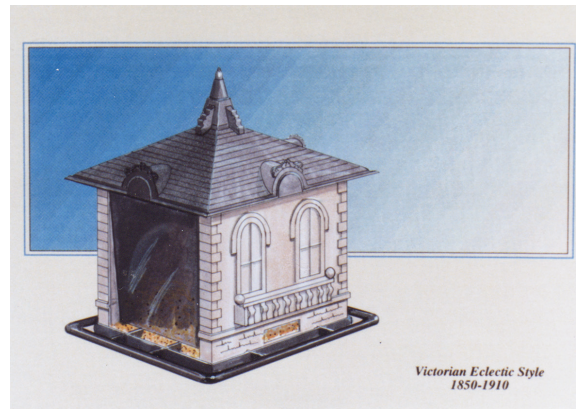
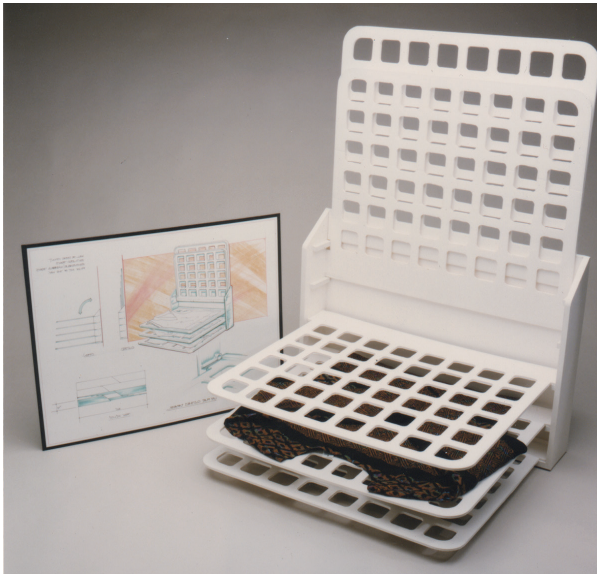


Nanocoater 4.2 - Designed, built and tested this lens coating machine for LensCrafters in 1985. The machine coats eyeglasses to protect them from smudges and damage.

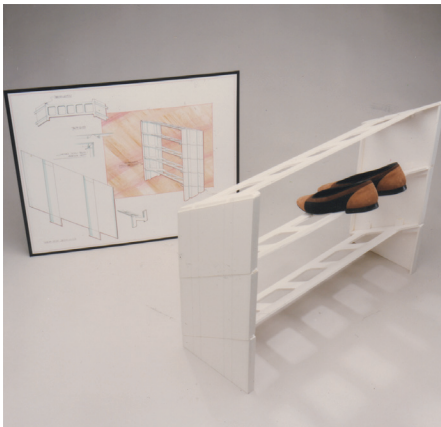


Designed nanoFILM logo and operating manual for nanoCoater.





Bird houses for Rubbermaid.



Clothing and shoe storage concepts for Rubbermaid.

## PRODUCT DESIGN

Our product and medical device design department takes our clients ideas and makes them real. When given an idea, our team stops at nothing to make sure the client sees their product come to life and put on the market.



1990-1995

Q. WHAT APPEALED TO YOU GUYS ABOUT STARTING YOUR OWN COMPANY?

**Carla:** Being your own boss is great and I wouldn't have traded the experience for the world.

**Adrian:** When I was in college as a student at Central St. Martins, I always knew that I wanted to have my own shop and I didn't want to work for somebody else. The nanoCoater project for LensCrafters was a turning point.



# PACKAGE & GRAPHIC DESIGN

Friendship  
House catalog.



The Incredible Nib  
Packaging design.



LES (USA & Canada)  
Annual Report.

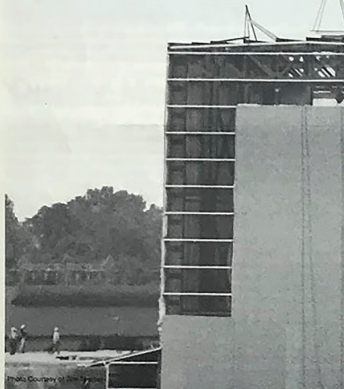


LES Foundation  
dinner invitation.

Packaging  
design for  
PlumbKING.



# Steel Venture On Target



The pace is quickening for the 60 employees of the L-S Electro-Galvanizing Company (L-SE), a joint venture of The LTV Corporation and Sumitomo Metal Industries, Ltd. The \$135 million electro-galvanizing facility is scheduled to start production in April 1986 and will be a partnership of an LTV subsidiary and a Sumitomo subsidiary. It is located next to the Cleveland Works, which will be the prime supplier of the unit's cold rolled sheet requirements.

Coils processed on the state-of-the-art line will enable automotive end users to issue extended guarantees against rust on car bodies. Beginning with the 1987 model year, this type of corrosion-proof steel will be used on every exposed automotive part, excluding the roof and inside seat frames.

Considerable time and effort went into the selection of employees who would operate and maintain the zinc-coating line.

"Having the right people work together is the key to making the unit run smoothly," said Bob Mallinak, manager of operations. "We employ a participative management style and sought candidates who possessed such personal qualities as cooperative attitude, team spirit and ability to learn."

From more than 1,200 laid-off steelworkers (formerly with Jones & Laughlin and Republic Steel), the work force was narrowed down to fill the 45 job openings.

The screening process was intense, starting in March and ending in July. It included a general aptitude test administered by the State of Ohio, followed by employee evaluations, a 195-multiple question technical exam, and finally a series of interviews.

After testing and interviewing, the L-SE management team reviewed the applicants, and based on the group's recommendations, job offers were made.

With the acceptance of their new assignments, employees became proud members of the new L-SE team. Interestingly, more than half of the steel trainees have apprentice backgrounds. Including management, the work force totals 60.

Prior to formal classroom sessions, employees participated in a workshop to learn team-building and problem-solving skills. Beginning in August and continuing for the next six months, steel trainees will

study daily such subjects as basic electrogalvanizing operation, metallurgy, chemical plant theory, electrochemistry, basic and advanced mechanical and electrical maintenance (welding, hydraulics, crane operation and maintenance), and inspection. Frequent visits to the construction line site have enhanced the learning process.

The highlight of the program has been a week's training at Sumitomo's electrogalvanizing line at the Kashima Steel Works. Four groups, each composed of 15 L-SE employees, made separate trips to Japan to observe operating and maintenance procedures at Sumitomo's unit, which is the prototype for the Cleveland facility.

Heavy emphasis is placed on product quality and maintenance skills because employees will be responsible for both the operation and repair of the line.

Outside vendors, whose products are used on the line, L-SE managers and engineers serve as instructors.

Working for the L-SE Company will be a unique experience. Both management and salaried union employees will wear uniforms—brown slacks and beige shirts with the L-SE emblem. The entire operation will be conducted under the team concept.

"There won't be any time clocks, either," added Mallinak, "although employees will get paid time and a half for overtime."

Starting salaries are \$18,000 a year, but could go as

high as \$35,000, based on testing, training in higher skill levels and achieving performance and quality goals.

While traditional steel mills have 32 job classes, there are only three skill levels at the L-SE plant. Skill levels are not tied to specific rates of pay for specific jobs. If an employee masters a higher skill level than the job actually requires, he or she (there are three women employees) will receive the higher level of pay. The concept is based on getting paid for what an individual knows, rather than the tasks performed.

The new facility has its own salaried union—United Steelworkers of America, Local 9126, with 45 members. Many of the words used in the old steelworkers contract have been replaced with new terms. For example, grievances are called dispute resolutions, while job classes have been renamed skill levels. It is intended that the new language will foster a spirit of cooperation, rather than confrontation.

Benefits will be a cafeteria-style arrangement for health care and other plans similar to those the LTV Corporation has for its management personnel.

Cleveland's line is 60 percent complete and construction is on schedule.

Activity at the site has reached its peak. Several hundred AFL-CIO contractors are working around the clock to ensure that the line meets its target date. Related activities such as purchasing, raw materials and spare parts are proceeding on time for the April 1, 1986 "start-to-coat" date.

Bob Spor, LTV Steel engineering project manager, reported, "The entry terminal equipment for the line has been completely installed and checkout is under way."

The entry end terminal equipment receives, unwinds, welds and cleans the incoming coils and includes coil conveyors, payoff reels, shear, welder, preheating equipment, looping tower, tension leveler and the cleaning and pickling section.

"Construction work at the plating cells, where the zinc is electrolytically applied, is at the halfway mark," stated Spor. "Six of the 20 plating cells have been installed, and the second shipment just arrived."

Compared to traditional hot zinc bath techniques, the electrolytic method will leave a finer finish.

At the exit end of the line, almost all of the structural and mechanical work has been done. Already installed are the exit looping tower, inspection station, oiler, shear, tension reel, coil conveyor and bander. Wiring and piping are almost finished, and checkout of exit end subsystems will begin in November.

The chemical plant, which replenishes and purifies the electrolyte used in the process, is 50 percent complete. All structural and mechanical work has taken place, and installation of piping and electrical wiring is in progress.

Two of the ten unit operations serving the chemical plant have already been checked out as separate subsystems.

Timetable for the line are being checked out on a unit basis, rather than as a whole entity," explained Spor. "The real test will come when we tie together all the unit operations from the entry to the exit end and run them together in smooth synchronization."

In February, the facility's various holding tanks will be filled with water, and a "wet run" will take place. "This is done to make sure the systems all function together with proper pressures and flows," said Spor.

In March, the strip will start running with the electrolyte in the 20 plating cells. And on April 1, plating trials will begin.

Currently, there are three Sumitomo engineers working on site, who will be joined by more than a dozen other technical people from the Japanese steel firm in November to assist in checkout and to ensure a clean start-up with minimal problems.

Our working relationship with Sumitomo is a year-and-a-half old," remarked Spor. "It's been a team effort, and they have made a strong contribution to the engineering and construction activities at the line."

The Cleveland electrogalvanizing facility will process 72-inch wide coils at an annual production rate of about 500,000 tons. Noted for its superior welding and forming characteristics, electrogalvanized steel produces a painted finish equal to cold rolled steel, a vital consideration to auto makers.



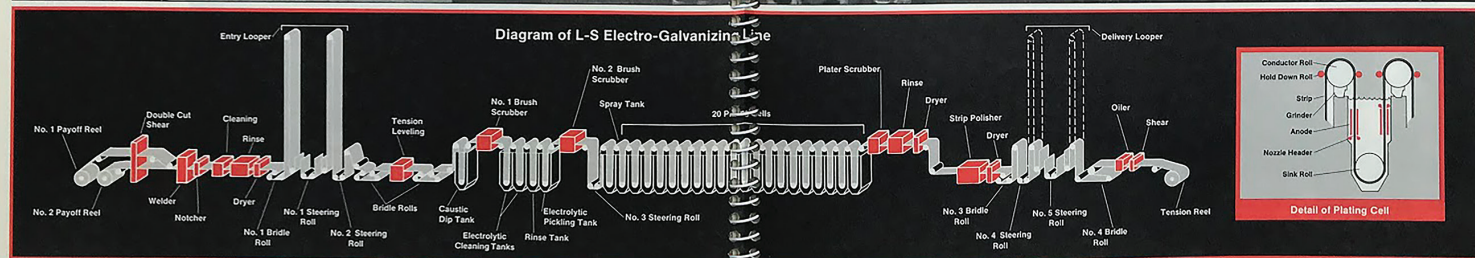
Classroom instruction is part of employee training.



The electrogalvanizing line is 60 percent complete.



Employees travel to Japan to study Sumitomo's unit.



## PRODUCT DESIGN



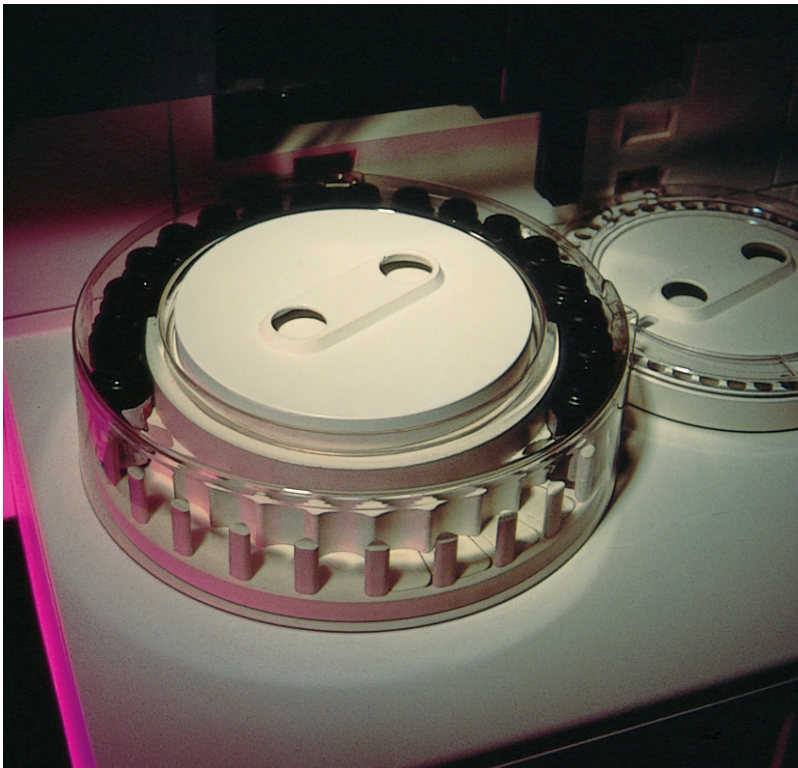
Villaware Waffle Iron.



Furniture concept for Rubbermaid.

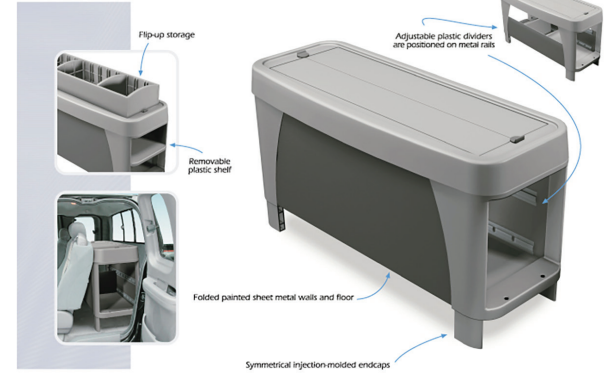


Reagent tray for CIBA Corning Reagent Analysis Machine.



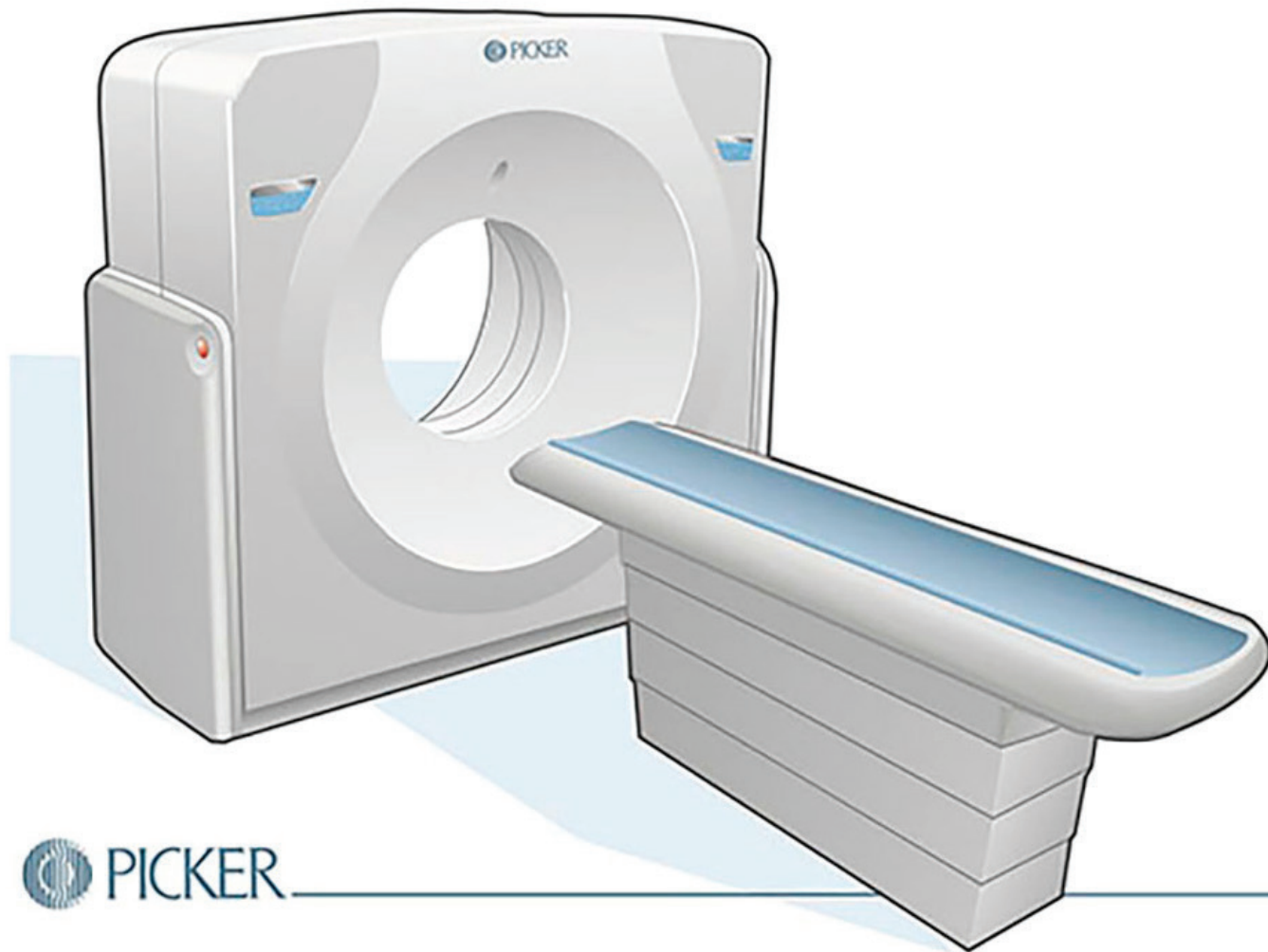
Cab organizer for pick up trucks.

#### Cab Organizer

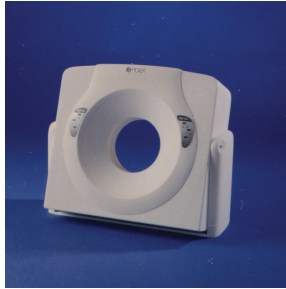


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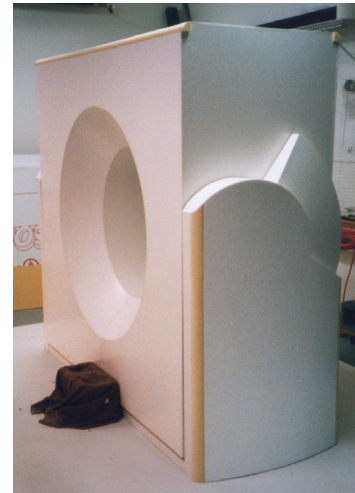
# MEDICAL DESIGN



Small 1/4  
scale model  
for Picker CT  
Scanner.



Picker CT Scanner, table and  
computer arm development.



Full size prototype,  
9ft. tall, foamcore  
and wood, built at  
Design Interface.

Table and computer  
display arm prototype—  
full scale model built at  
Design Interface.







1996-2001

## Q. WAS IT HARD TO BUILD A CLIENT NETWORK?

**Carla:** The beginning years were graphics projects for Rossborough and LTV Steel. We got them both as continuing clients. We started designing the LTV Steel newsletter once a month.

**Adrian:** One of the things about Design Interface has been the quest for repeat business. Selling is a very time-consuming, expensive thing and its easier if clients come back with regular work.

**Carla:** Some clients have been with us for 30 years and have tried to go away and then come back again because we do such a good job.

**Adrian:** Many of the competitors promised better work at lower prices and that hasn't been the reality. We have many technical abilities that our clients appreciate.

## PACKAGE DESIGN



Ice Water Bottles  
label design.



Clarity Lens Cleaner bottles  
for LensCrafters.





Sun and sport lens cleanser package design.



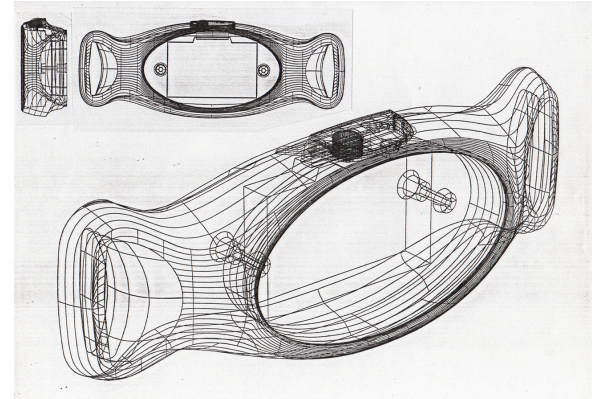
The Herb House, fresh herb packaging.

Windfoil Ear Defender Package for bike helmet accessory, also designed at DI.

## PRODUCT & MEDICAL DESIGN



Infant rocker designed  
and built for  
Century Products.



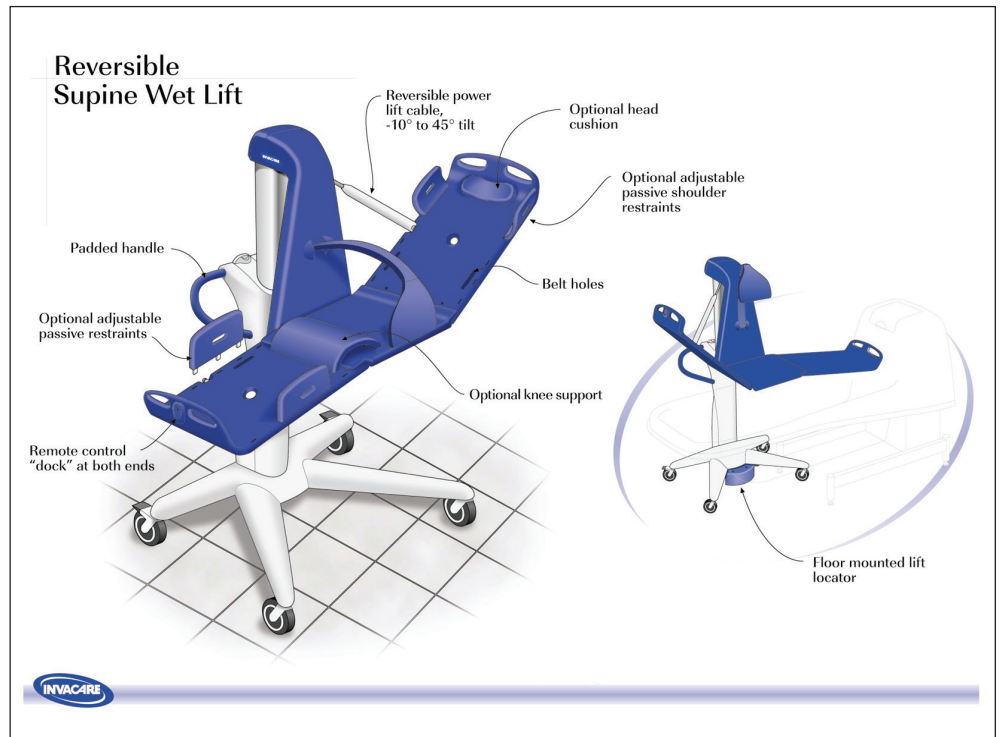
Trazer Game System to get kids  
moving. Designed and built base  
console and waist belt.

Monitor for Hitachi Medical Systems.  
Designed and built prototype.



Philips Wordmark Lettersets. Designed and  
produced from 2000-2018.

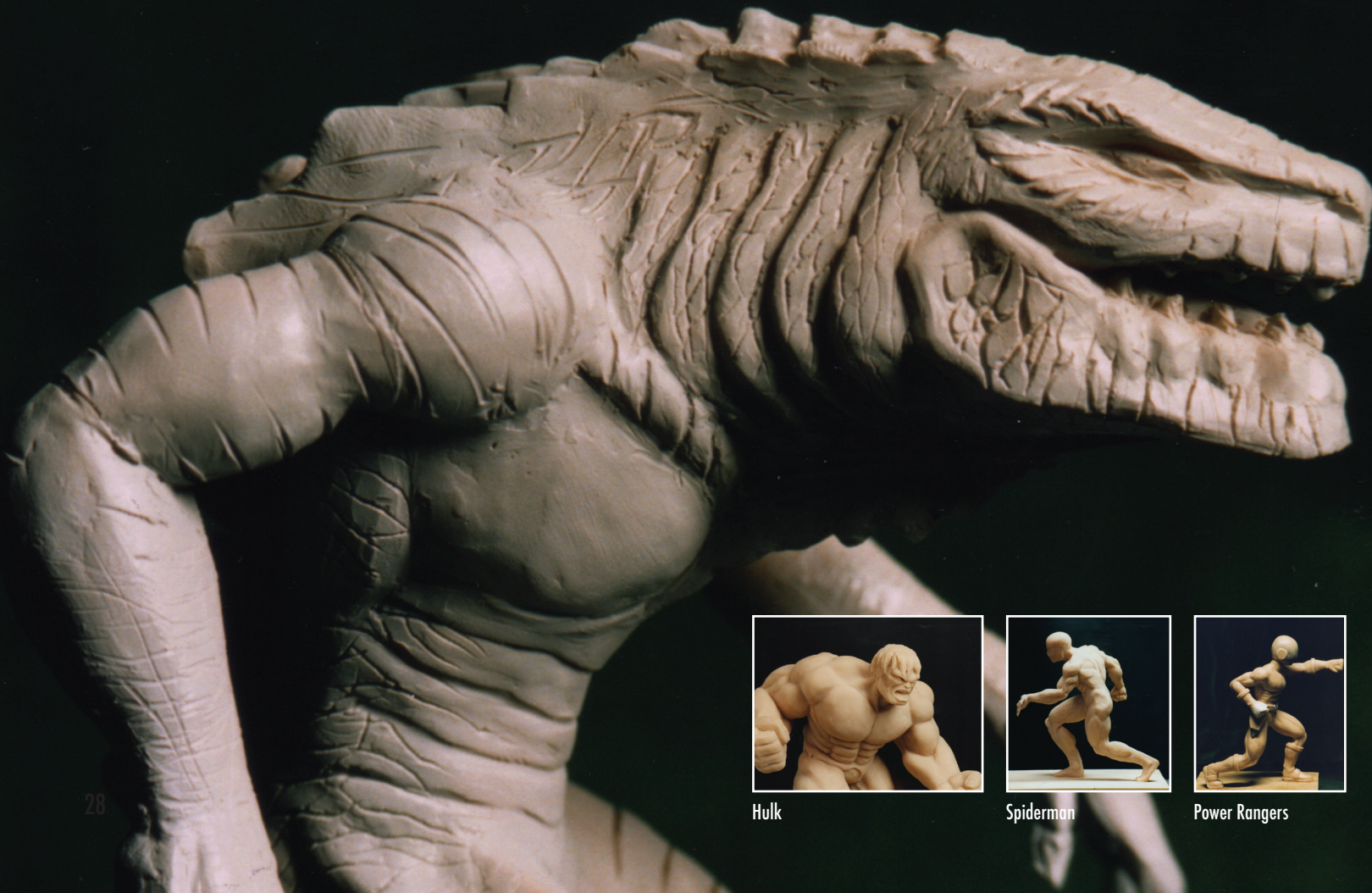
Bathing chair lift for use in healthcare setting.  
Design concepts for Invacare.



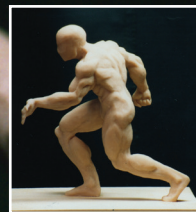


Clay sculptures for toothbrush holders. Six inches high,  
then reduced in production to three inches high.

Godzilla



Hulk

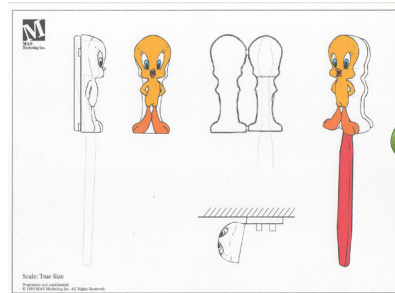


Spiderman



Power Rangers





Licensed product packaging, products and graphics for MAS Brands.





2001-2007

## Q. HOW HAS TEACHING PART TIME AT CIA AFFECTED DESIGN INTERFACE?

**Adrian:** I started teaching Manufacturing Processes and Professional Practices at CIA. It's great to interact with the students and keep up with industry trends.

**Carla:** CIA has allowed us access to very creative designers, we often employee them for a summer internship. One of our longtime employees is also a CIA graduate.





Designed, built and sourced manufacturing for B&D Specialties. Created logo, advertising and website.

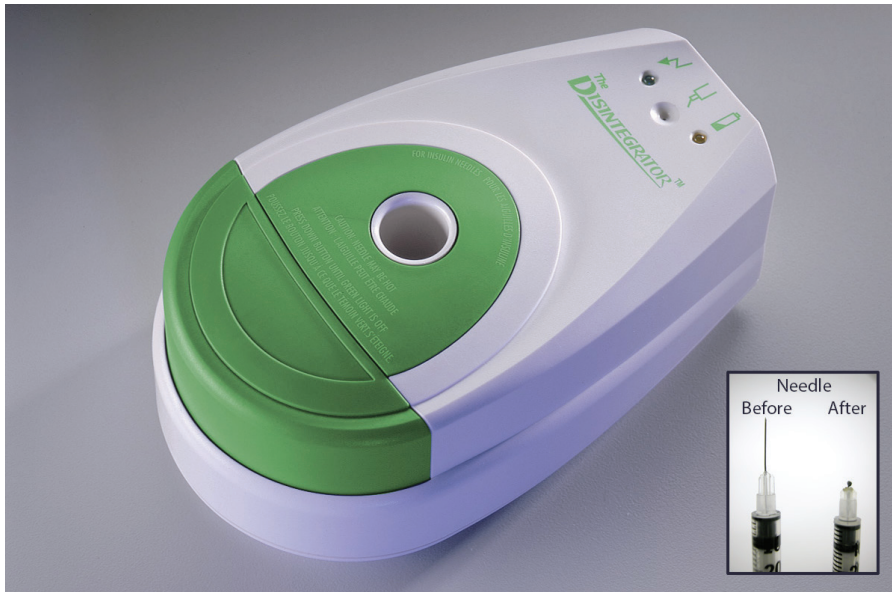


Lunchbox organizing system.



Composer bobbleheads for Friendship House.

## PRODUCT & MEDICAL DESIGN



Disintegrator Needle Destruction System. Designed, built and sourced manufacturing. Won national design prize, IDSA Bronze IDEA Award.







2008-2013

## Q. HOW DO YOU SEE YOUNG DESIGNERS CHANGING THE DESIGN WORLD?

**Carla:** We've seen the industry change quite a bit and try to keep up by upgrading systems, upgrading software and watching YouTube videos (ha). I'm also the student advisor to IDSA (Industrial Designers Society of America). We take the students to a regional conference each year and that also allows for continuing education.

**Adrian:** I'm very excited for the students that graduate with design degrees. Crowd funding and the Internet helps create capital for new products. Today there is great excitement with product development and the ability of young designers to commercialize new products. It's much easier than when we started out.



# PACKAGE & GRAPHIC DESIGN



Grilly Goat Barbecue  
Sauce label design.



Brewers Best package design.



An Apple a Day package design.



Condom package design for Okamoto.

## PRODUCT & MEDICAL DESIGN



An Apple a Day, children's nutrition tracker.



Surgical tools with tool box.



Calorie Counter.





2014-2019





Panwaffle combines a pancake and a waffle in one. It features stay-cool handles, comes apart easily for the dishwasher, and works on a variety of cooking surfaces.



VenaPro, Leg Compression Device helps prevent DVT clots.



Radiation detector for St. Gobain. Serving the Homeland Security and Defense sectors, this new device utilizes crystal technology to scan and detect trace levels of radiation and protect against terrorist threats.

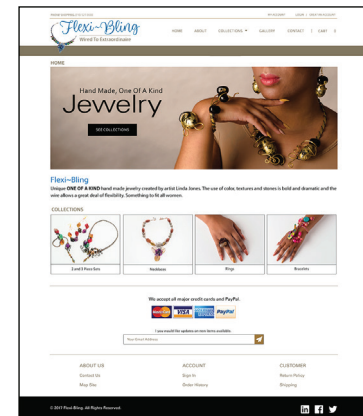
# PACKAGE & GRAPHIC DESIGN



Licensing Executives Society Publications.



# mbrio™



Website design for Flexi-Bling Jewelry.



Baking mix packages for Fowler's Mill.

Display card for Crochet Kitty cat products.



Package design for mbrio pregnancy earbud adapters.



## PRODUCT & MEDICAL DESIGN



Ecoclone is an aeroponic plant propagation system.

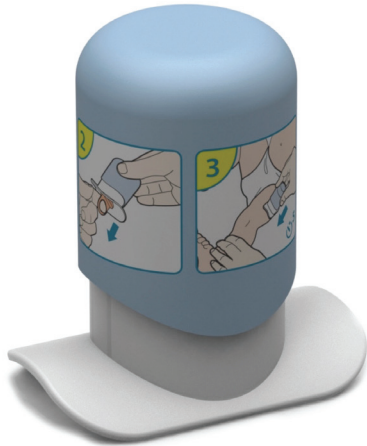


Bodyphix nerve immobilizer.

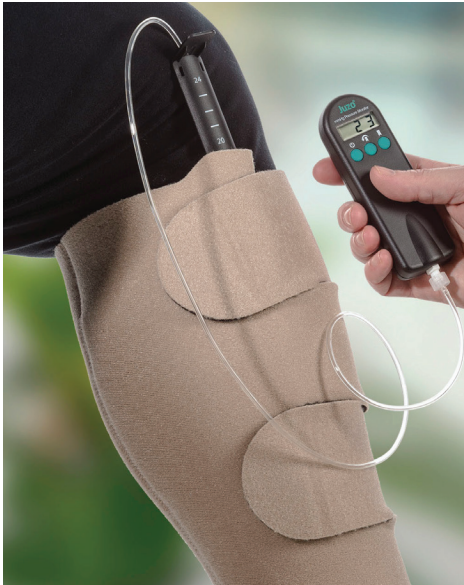


Commercial street lights for  
GE Lighting Solutions.





Pediatric epinephrine injector.



Juzo Compression Wrap and Pressure Monitor.



Infrared thermometer measures body, room, and surface temperatures without touching.

## GRAPHIC DESIGN

The image displays the logo for the Cleveland Plastic Surgery Institute. It consists of a blue circular emblem on the left, which contains a white silhouette of a woman's profile facing right. To the right of the emblem, the words "CLEVELAND PLASTIC SURGERY INSTITUTE" are written in a bold, black, sans-serif font, arranged in two lines. The entire logo is centered within a white rectangular area. This area is framed by a repeating pattern of the words "LOOK YOUR BEST" and "LIVE YOUR BEST" in a light gray, sans-serif font, arranged in a grid-like fashion across the top and bottom of the page.

LOOK YOUR BEST LIVE YOUR BEST  
LOOK YOUR BEST LIVE YOUR BEST  
LOOK YOUR BEST LIVE YOUR BEST  
LOOK YOUR BEST LIVE YOUR BEST

CLEVELAND PLASTIC  
SURGERY INSTITUTE

LOOK YOUR BEST LIVE YOUR BEST  
LOOK YOUR BEST LIVE YOUR BEST  
LOOK YOUR BEST LIVE YOUR BEST  
LOOK YOUR BEST LIVE YOUR BEST

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Structural  
Fat Grafting

cosmetic

MALE

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Liposuction  
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2020-2022



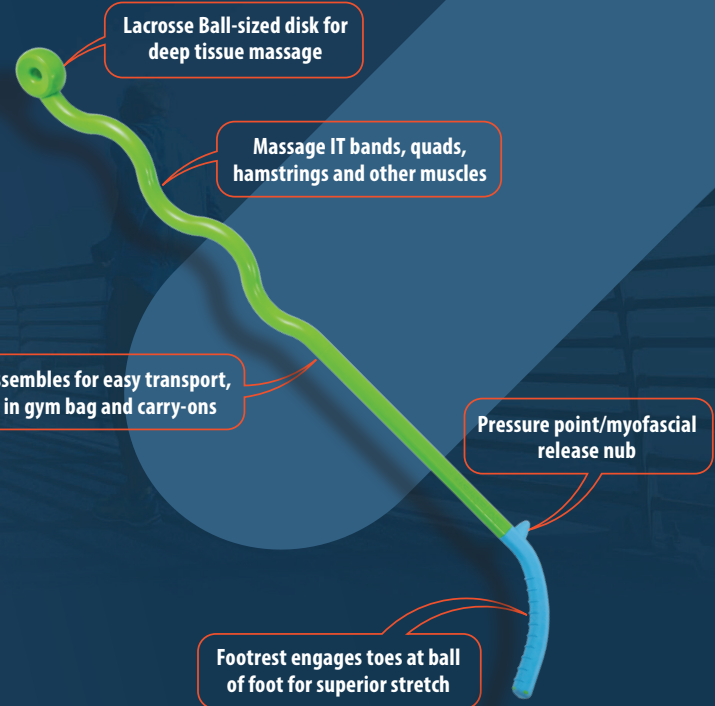
# The SoleStretch™

## Foot & Leg Stretcher



### Proper stretching can:

- Relieve pain from Plantar Fascitis
- Improve athletic performance



Product, Graphic & Package Design

### Additional features:

- Strengthening exercise for shin splints
- Pressure point release and massage features
- Disassemble so you can take it with you



Pressure point release nub massages plantar fascia.



Curves conform to leg contours, unlike a straight roller.



Disk handle provides deep focal massage and hanging hole.

# GRAPHIC DESIGN



Company Brochures



Equipment Line Drawings created for brochures.



## PRODUCT, PACKAGE & GRAPHIC DESIGN

Never Ending Defender®—  
Basketball Training Harness



Canine Wheelchair



## PRODUCT, PACKAGE & GRAPHIC DESIGN



Pocketbowls Box

pocketbowls

We couldn't have done any of this without our fantastic employees, Anita Morselli-Zakrajsek and Douglas Halley. Both have been with us for over 30 years and do brilliant work.







HERE'S TO MANY MORE YEARS!