

Mad Dash to Put “Skins” on New Product

Prospect Biosystems Needs Notepaper Sketches Turned into Instrument Enclosure Quickly and Cost Effectively

Marc Horn, PhD, President of Prospect Biosystems, is a self-described “serial entrepreneur with more than 30 years experience in the bioanalytical instrumentation marketplace.” After having lived on the West Coast for the past eighteen years, Horn’s new venture led him back East. Arriving in New Jersey at the company’s headquarters in the NJIT Enterprise Development Center, Horn set out in earnest to test and refine the technology of their new product. “It all went amazingly fast and we proved out the solution in four months time,” stated Horn. The company developed the EDGE™ 200 System as its “initial biomarker discovery platform used to accelerate drug discovery, development, and commercialization.”

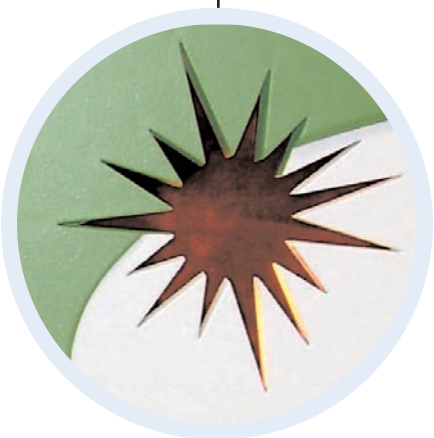
Challenge – Prospect Biosystems Knew the Inside, but Needed the Outside Too

Eager to start presenting their innovative instrument to the scientific community, Horn knew finishing the product and getting the enclosure right would be a significant undertaking prior to launch. Having left all his West Coast contacts behind meant that Horn had to start from scratch to find a partner to develop the housing. Fortunately, several local contacts and new associates referred him to ThermoFab. “Being in New Jersey, I wanted a company that was close by. After checking out their web site and seeing the scale, magnitude, and complexity of the products they produced, I got in the car with several people from my company and made the drive to Shirley, Mass., for a site visit,” stated Horn.

Solution – Trip to Facility Seals the Deal

The first meeting with ThermoFab was a productive session where Prospect Biosystems was able to see the operations and range of services available from ThermoFab. They were impressed that ThermoFab provides expertise in design, branding, and tooling in-house, and they left the meeting feeling ThermoFab was the right partner who didn’t shy away from working with a start-up that was in a hurry.

Prospect Biosystems, admittedly, did not have extensive resources, so ThermoFab provided more than simply thermoforming the enclosures: Michael Wahl and his team offered their expertise in design and branding as well. With the ThermoFab team’s guidance and suggestions, they were





Result

The skins are in! From notepaper to prototype in less than 8 weeks.

The product's current color scheme has had strong positive reactions in Europe, but the North America market is interested in a more conservative color, a change that is easy to accommodate since ThermoFab handles painting in-house. The fact that Prospect Biosystems can visit ThermoFab's plant and "see" the progress is an added bonus. Horn noted, "We find the beauty of this is in the immediate interaction and the ability to touch, feel, and see designs and prototypes as they are being developed."

Working at a rapid pace to bring new technology to market, knowing you have a trusted design and manufacturing partner to advise you, and building a long-term relationship that provides ongoing support - what more could you ask for?

able to jump start their branding by including the logo on the instrument. Horn said, "The logo doesn't take away from the functionality of the device, but you see the logo and think, 'Hey, I remember I saw you last year.' ThermoFab really became our in-house design and engineering department. We went from spending an afternoon with notepad and sketching out the housing to prototype in eight weeks."

Once the prototype was completed, ThermoFab continued to offer suggestions based on industry feedback for improving the design and tweaking the colors to ensure brand recognition. "The good news is the people at ThermoFab are getting used to us! They can turn things around in unbelievable time frames and bring energy and creativity to their meetings - it brings out the best in me too," stated Horn.

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