



Original Product Development

We create world class products and deliver them to market.

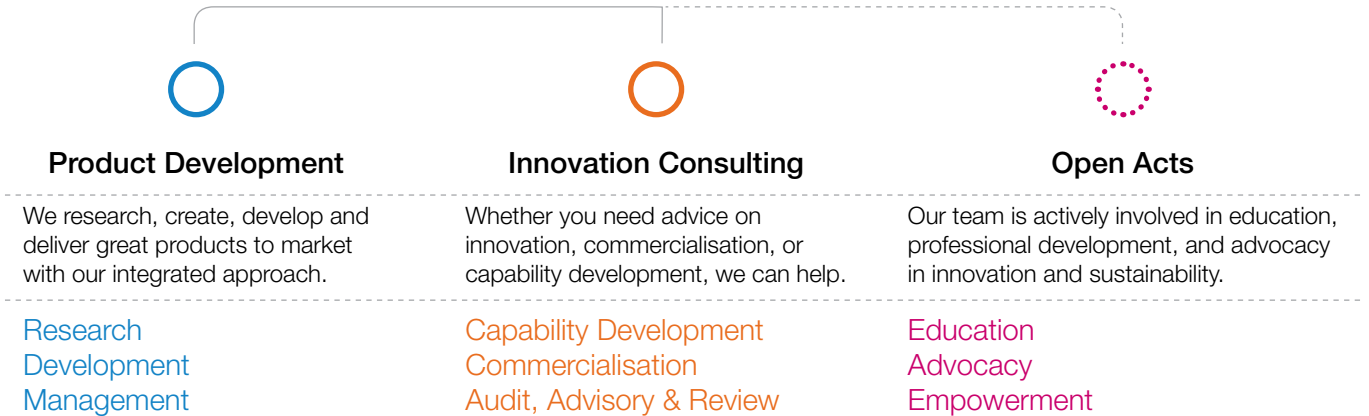
Developing new products and services is critical to driving your company's revenue growth, competitive advantage and reducing cost and risk. But often there are impediments such as the lack of management time, the right personnel and expertise, and the sheer up-front cost of development.

Partnering with Locus Research can reduce the up-front cost of development and the load on internal management time by delivering you a single accountable product research, development and management solution for your business.



Our Services

We have built a reputation for deep research, original design, life cycle thinking, and effective implementation. We are experts in product development, developing innovative products that deliver breakthrough results. We can work with you on a specific product development project or consult on strategy and innovation for your business.



Our Process

Our award winning product development process helps us deliver new insight driven products that create real value. We are highly skilled at identifying key insights that often go unseen, and we are masters at translating these insights into successful winning products and connective brands.



Our Success

Our award winning work has been recognised internationally for over ten years. Our innovative products have positioned New Zealand export companies as leaders in key markets across the world.



Delloch HipFit
Hip Protection System
<http://locusresearch.com/projects/delloch-hip-protection>



GetSorted
Modular Home Storage
<http://locusresearch.com/projects/getsorted-home-storage>



Encircle
Compression Sock
<http://locusresearch.com/projects/encircle-medical-devices>



Cortex
Weatherboard System
<http://locusresearch.com/projects/cortex-exterior-cladding-system>

Our Clients

Our clients include many successful export led businesses.



Contact Locus Research

If you have the aspiration, opportunity, and ability to grow, we want to talk to you about how we can support your business to develop innovative new products and services.

Call us on 07 571 5007 or email enquiries@locusresearch.com



Visit: <http://www.locusresearch.com>

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