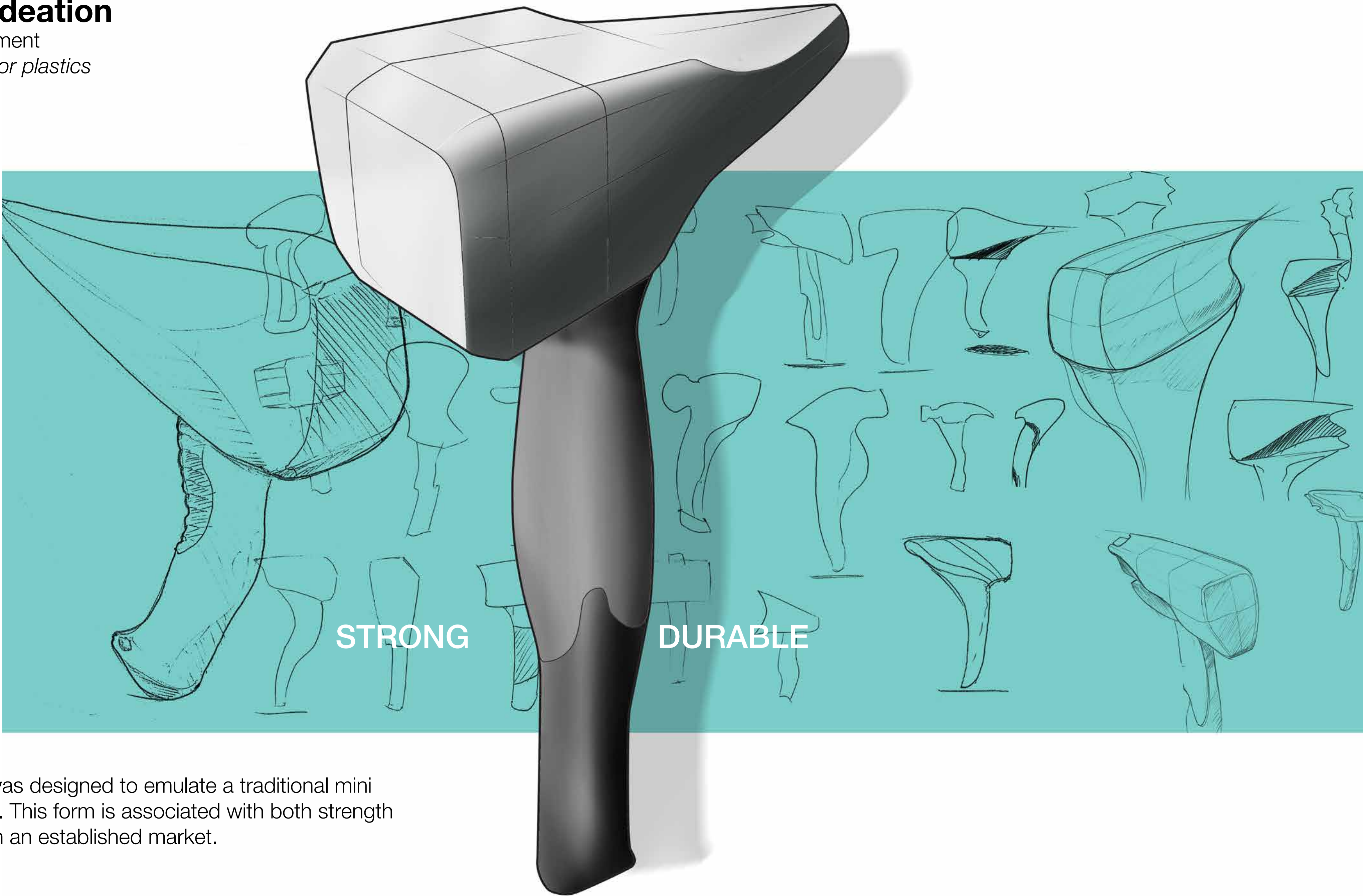


Concept ideation

Sketch development
An opportunity for plastics



The aesthetic was designed to emulate a traditional mini sledge hammer. This form is associated with both strength and longevity, in an established market.