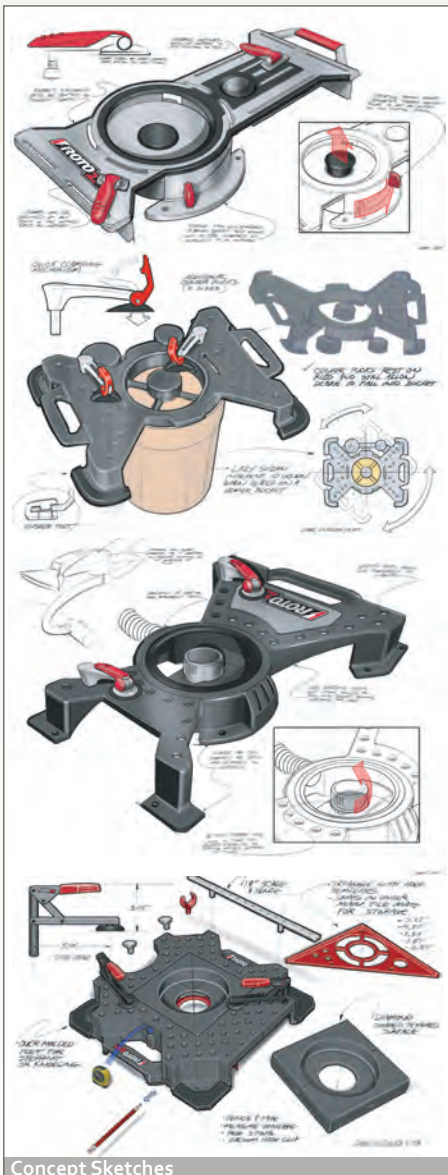


Tile Fixture



Product In-Use

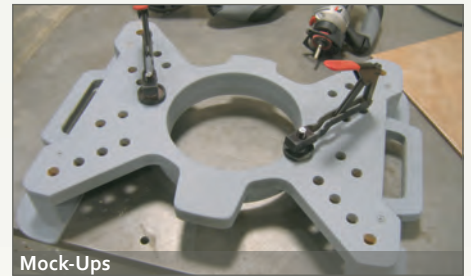


Concept Sketches

Professional tile setters must resort to makeshift methods of clamping tile in order to make holes and cuts with a tile cutting tool. Some of these methods are unstable which can put users at risk of injury, break more tiles and provide inaccurate cuts. Now there is another option: the RotoZip Tile Dock. It is the only product available in the market that provides an adequate means to hold the tile securely when making these cuts.

To take advantage of this new product opportunity, BSI and RotoZip focused on developing a design solution based on end-user input. The observation of tile setters actually cutting product in the field allowed the team to fully understand what this product needed to be and provided necessary information for the concept development phases. The team organized a brainstorm session, created ideation sketches, fabricated full-size functional prototypes and evaluated the design throughout the process by continually circling back to the original research participants for feedback.

Weighing less than 10 lbs, the RotoZip Tile Dock is full of features that allow the professional tile setter to configure it in a way that works best for their specific needs. The Tile Dock accommodates tiles 4"-16" of various thicknesses. It has a quick clamping system that can secure tile



Mock-Ups



Product In-Use



Product In-Use

in any orientation and comes with Corner Tile Dogs for when an extra firm grip is needed. Other accessories include the support insert, an adjustable vacuum hose mount and tracing templates. All of these accessories store conveniently inside the unit, allowing for easy set-up. ■