

PERSONAL HOLDALL

- **CLIENT:** NHS Ambulance Trust
- **PRODUCT:** DS manufactured holdall bag
- **DATE:** 2021
- **PROBLEM:** Time-limited bag

Challenge:

A client needed a personal holdall within a tight time frame (8 weeks). They came to DS Medical as they could not find any off-shelf product that met their timeline requirements.

Solution:

After consulting with the client about what their 'wish list' entailed, DS Medical designed a bag surrounding their niche requirements. The bag had a definitive size and definitive weight carry capability and it also needed to be able to securely and safely carry their electronic tablet around with them.

DS Medical produced a sample bag within two days of the design, with approval gained after the second iteration. The bag was then manufactured and delivered to the client within their 8-week time frame.

Final product:

DS Medical provided a bag that was bespoke to the client, within a limited time frame. The design met all of their size and weight carry requirements with a protected lid designed to incorporate an electronic tablet area. The number of bags the client needed was in the thousands and these were successfully delivered to the client before their deadline.