



## Axiom

SPARK helps long-time client extend new product line design language to reinforce new global strategy



### CHALLENGE

National Optronics (Charlottesville, VA) is the leading U.S. manufacturer of eyeglass lens processing technology for retail store and wholesale production applications.

Since being acquired by Essilor (France), a worldwide optical products company, in 2005, National Optronics' has been re-positioning its products to establish a more contemporary design language – the look and feel – for their entire lens processing product line.

In re-designing the Axiom, a device that shapes the surface of an eye-glass lens, National Optronics once again turned to their trusted partnership with SPARK, who co-developed the Dimension and Clarity products. The primary project objective for the Axiom enclosure design was to extend the company's new design language, achieve an effective solution for the pivoting top cover lid and to reduce the perceived visual mass.

### SOLUTION

National Optronics first re-configured the internal components of the entire device from the previous model and then turned to SPARK to design and engineer the overall enclosure through the prototype stage. SPARK designed the Axiom enclosure to achieve several key project objectives:

- Based on SPARK's design of the previous Dimension and Clarity products, we maintained the overall visual identity of National Optronics' new product line design language.
- Designed the over-sized, pivoting cover lid using reaction injection molding (RIM) for structural integrity (to prevent warping or “racking”) and to allow easy access during operation and for cleaning.
- Achieved a compact, ergonomic design with a minimal footprint for efficient table top mounting.

### RESULT

The Axiom design was successfully completed through the prototyping stage and then prepared for manufacturing by National Optronics. Together with the Dimension and the Clarity, the Axiom further establishes National Optronics' reputation for innovative, new products for the global market.

Learn more about the Axiom at [www.nationaloptronics.com](http://www.nationaloptronics.com).

### Compact, Ergonomic Design

*Despite its over-sized desktop configuration, SPARK's enclosure design for the new Axiom helped achieve a compact size, minimal footprint and consistency with the overall product line.*



### Previous Axiom Product

*National Optronics' and SPARK have worked together since 2005 to re-design the existing product line to achieve a more sophisticated, contemporary design appearance to appeal to worldwide markets.*



### CONTACT

**SPARK Engineering LLC**

5928 School Avenue  
Richmond VA 23228

**Phone** 804 440-5700  
**Fax** 856 975-5225

**Website** [www.sparkengineering.com](http://www.sparkengineering.com)  
**E-mail** [info@sparkengineering.com](mailto:info@sparkengineering.com)