

Arizona Company Transforms an American Icon

Innovative hammer pounds the competition by taking two international design awards

PHOENIX – July 20 - Can you really invent a better mousetrap? Maybe not, but ATOMdesign invented a better hammer.

Called the “S2,” it’s an ultra-updated version of a tool that’s been around since caveman days. And the judges of two of the world’s most prestigious design awards loved it, choosing the S2 over thousands of new product entries submitted from around the globe.

International Design Magazine (ID) (www.ID-mag.com) named the S2 Best of Category (Equipment) in its 53rd annual product design competition. The S2 also took a Bronze Award in the 2007 International Design Excellence Awards (IDEA), from the Industrial Designers Society of America (www.idsa.org), sponsored by BusinessWeek. The S2 rose to the top despite numerous entries from well known global companies.

The S2 hammer was designed for Vaughan & Bushnell, a 138-year old Midwest tool manufacturer whose products are found at Sears, Home Depot and Lowes’, among other outlets. Vaughan & Bushnell wanted a new hammer for construction framers, something that would “leap off the retail shelf” and “transform an American icon.”

A tall order. But ATOMdesign delivered. Executives at Vaughan & Bushnell loved the design, while workers on the construction site heartily endorsed the new hammer’s functionality.

Yani Deros, founder and president of ATOMdesign, was elated when he was notified of the back to back awards. “This recognition puts an American-designed and manufactured product in the forefront—and gives Arizona-based ATOMdesign worldwide visibility.”

The patented S2 sounds high-tech and it is--yet with an elegant simplicity. S2 is a “split-head” hammer, which means the hammer head is split in two, interrupting and dissipating the shock generated during use and greatly reducing the stress normally induced on a user’s hand, wrist and arm.

Among its many attributes, the S2 hammer significantly reduces the recoil of the strike, allowing a “dead blow” effect on the nail. Early adopters say they can drive a nail with just two strikes—mitigating user “wear and tear” while making the job go quicker. And despite the new age features, designers were able to retain the hickory wood handle, preferred by tradesmen and made from a sustainable resource. Vaughan & Bushnell also takes great pride in the fact that the hammer is manufactured in the USA.

These awards reinforce the response we got from the tradesmen--that once they see it and handle it, everyone wants the S2,” Deros said. “You could say we cover low-tech, high-tech and future-tech products. If we can do this with a hammer, just imagine what we can do with other products.”

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ATOMdesign International Awards

ATOMdesign is a pioneering, full service product development firm specializing in the commercialization of emerging technologies and ideas. Headquartered in Phoenix with a studio in Los Angeles, ATOMdesign prides itself in its ability to not only get a product on the shelf but off the shelf into consumer hands. Services include market research, product design, branding, marketing, engineering, prototyping, manufacturing liaison, and advertising. www.atomdesign.net.

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