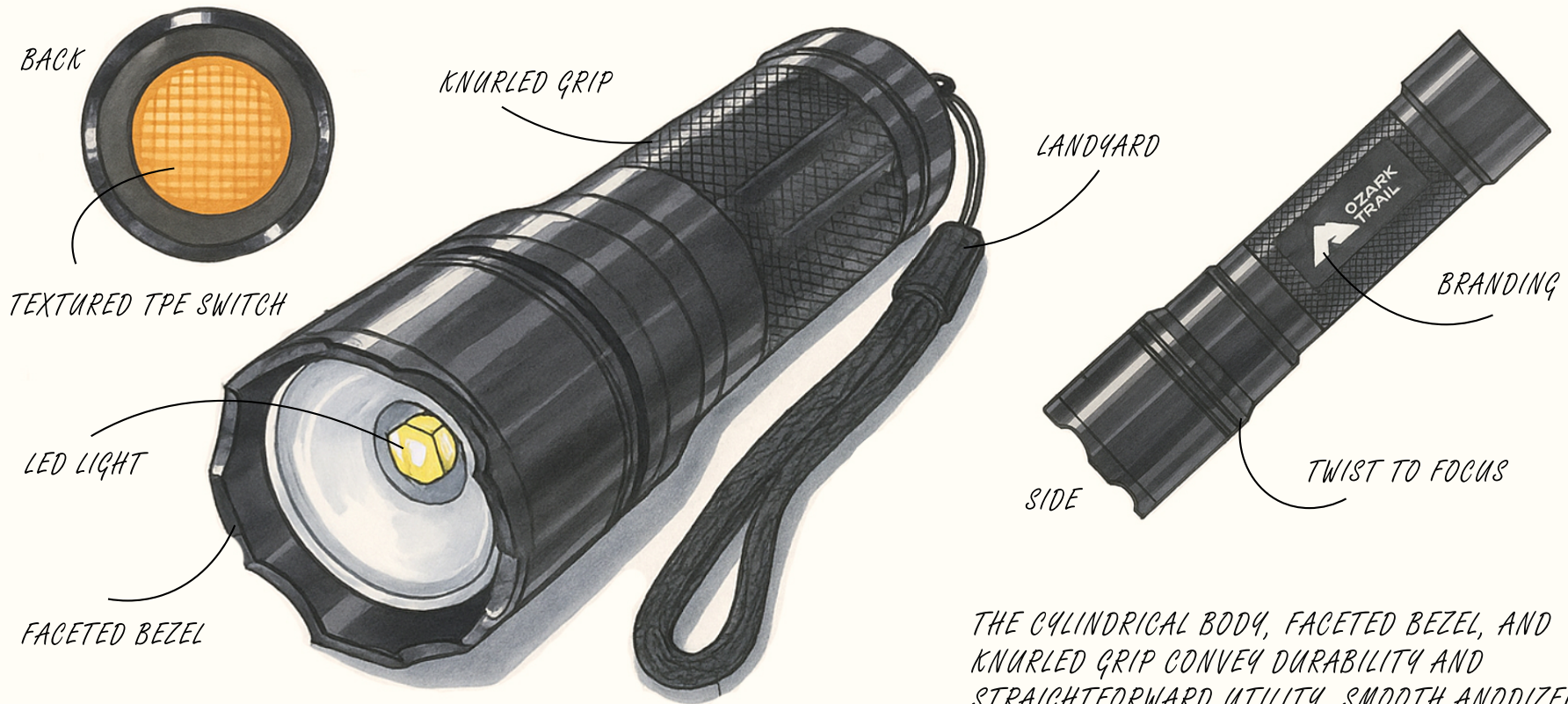


Product Line Extension



OZARK TRAIL CAMPING FLASHLIGHT - FORMAL ANALYSIS



THE CYLINDRICAL BODY, FACETED BEZEL, AND KNURLED GRIP CONVEY DURABILITY AND STRAIGHTFORWARD UTILITY. SMOOTH ANODIZED SURFACES CONTRAST WITH THE TEXTURED ORANGE TAIL SWITCH, BALANCING TOUGHNESS WITH TACTILITY. THE RESTRAINED PALETTE AND SINGLE BRIGHT ACCENT REFLECT A BRAND LANGUAGE OF RUGGED RELIABILITY FOR OUTDOOR USE.



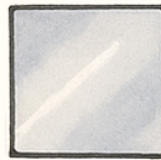
BRUSHED ALUMINUM



KNURLED ALUMINUM



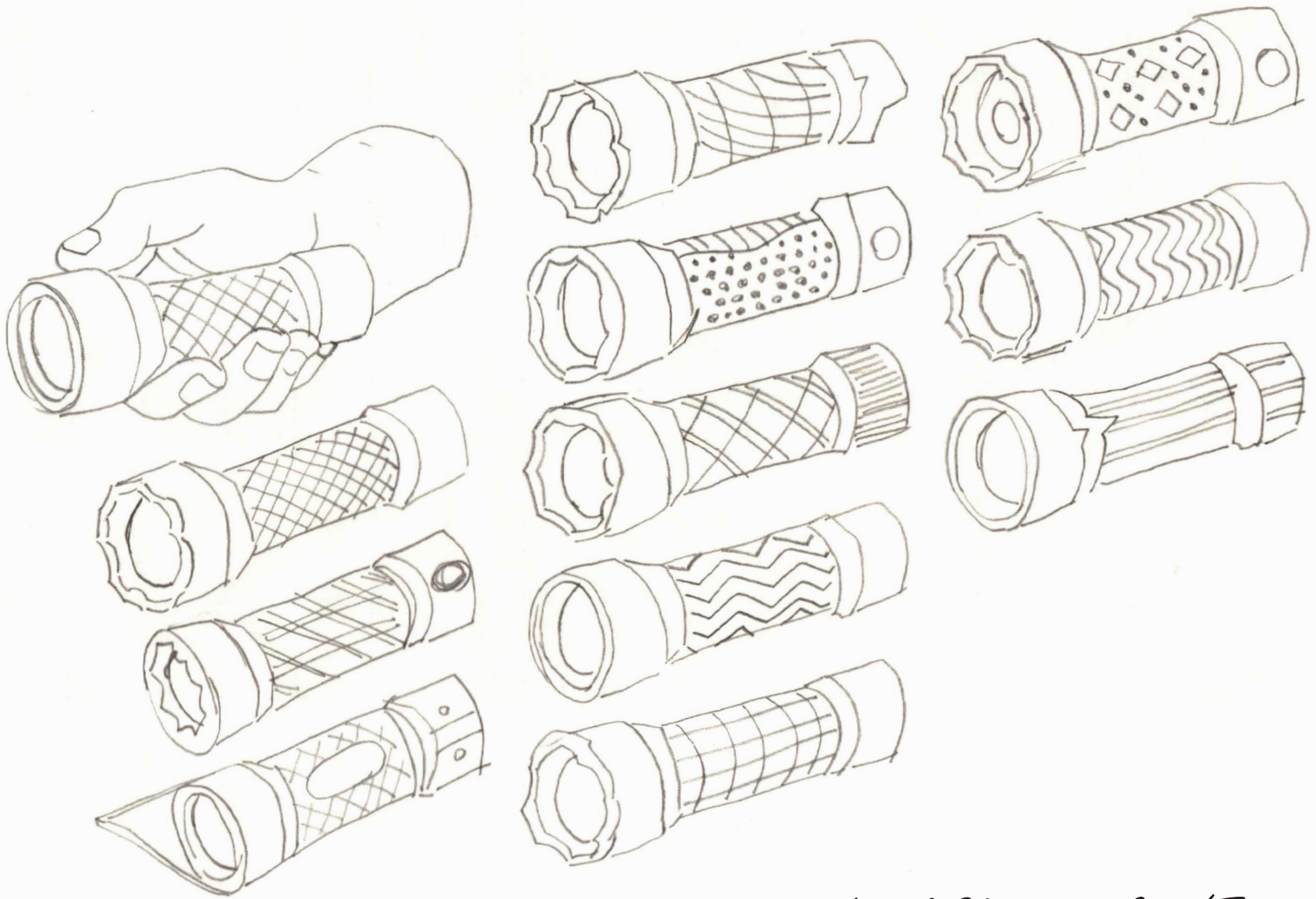
SILVER REFLECTOR



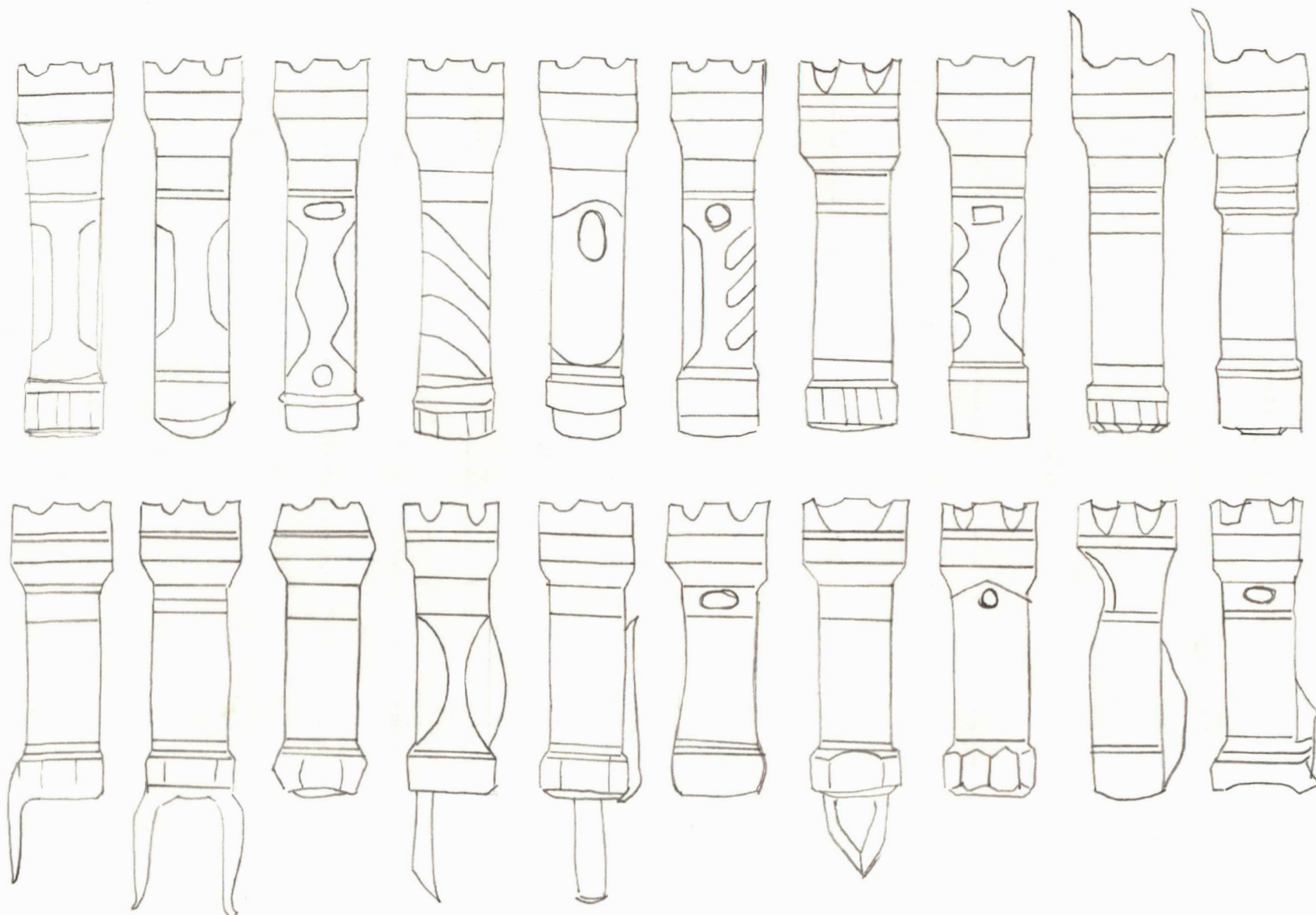
CLEAR POLYCARBONATE



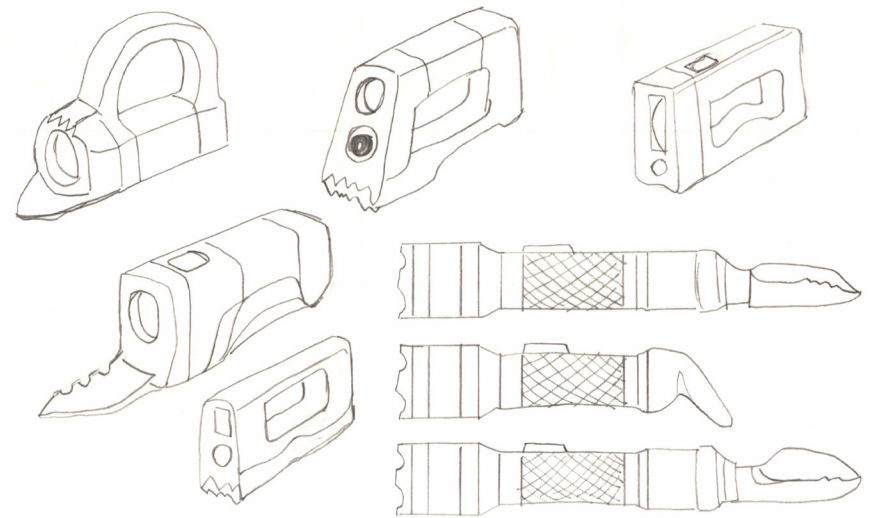
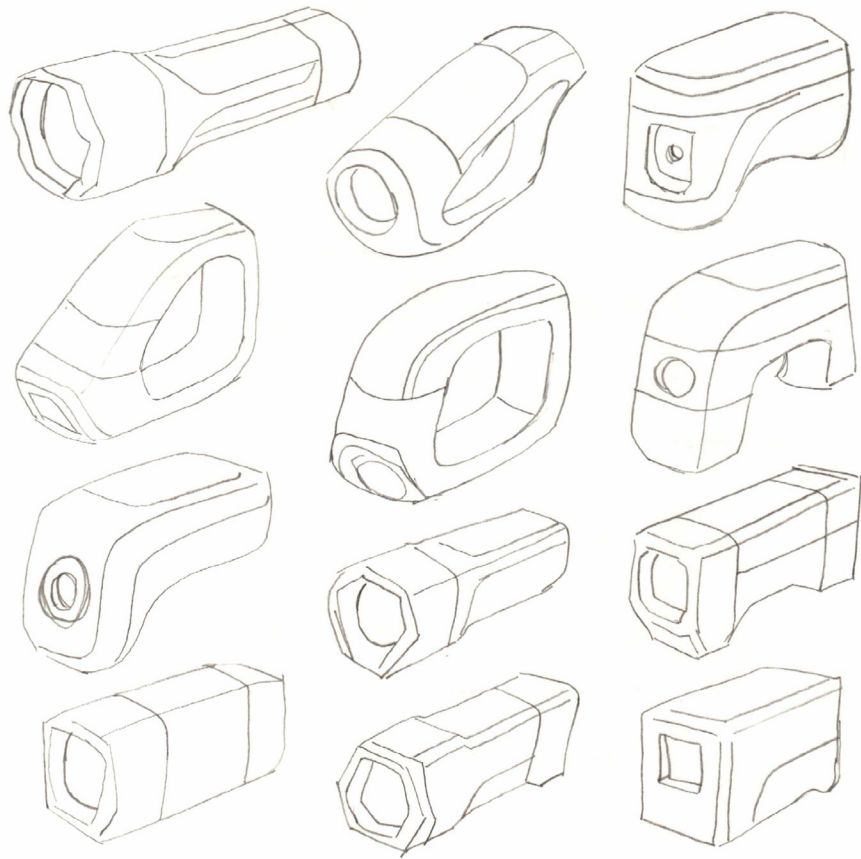
ORANGE TPE



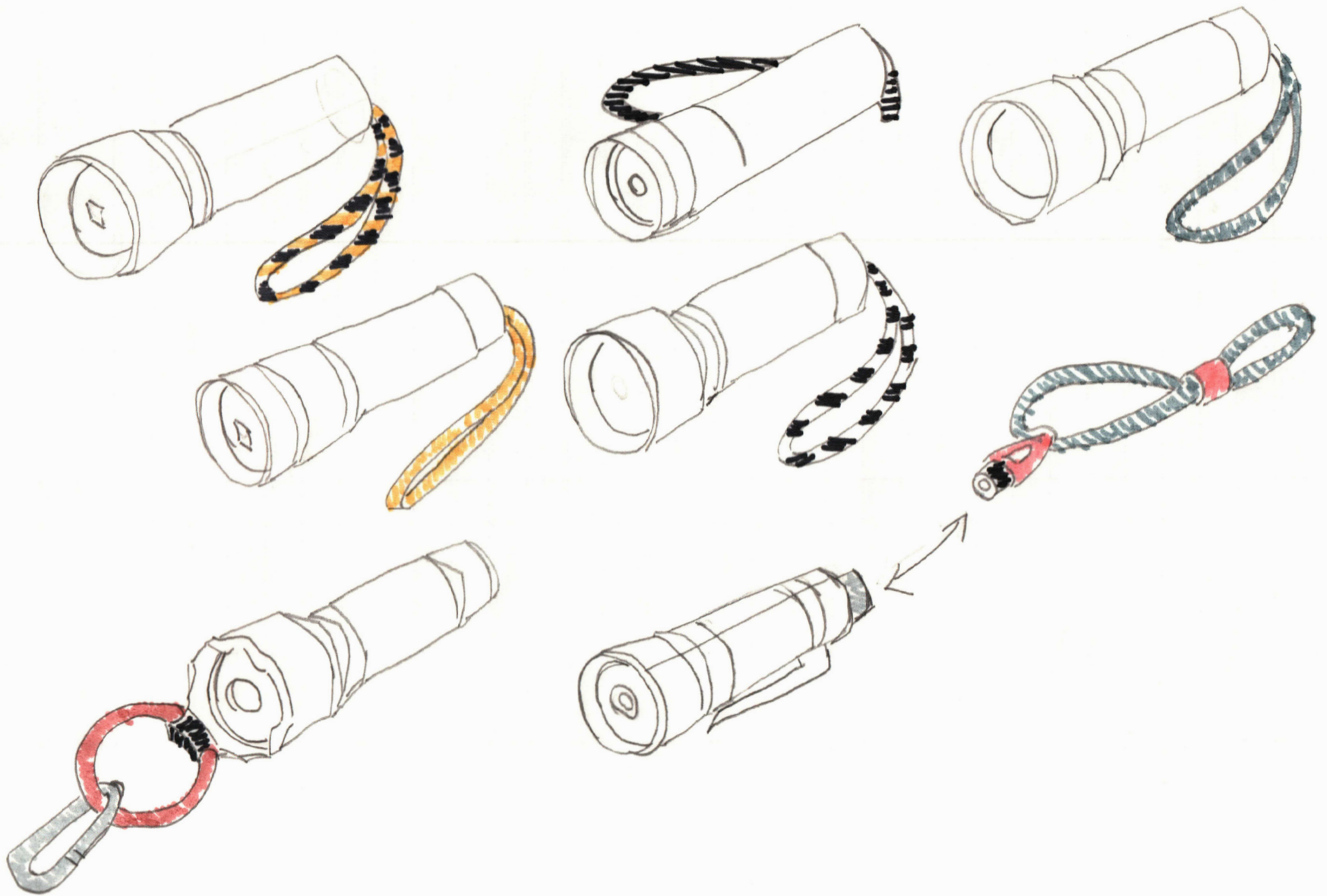
Initial Sketches: Grip/Textures



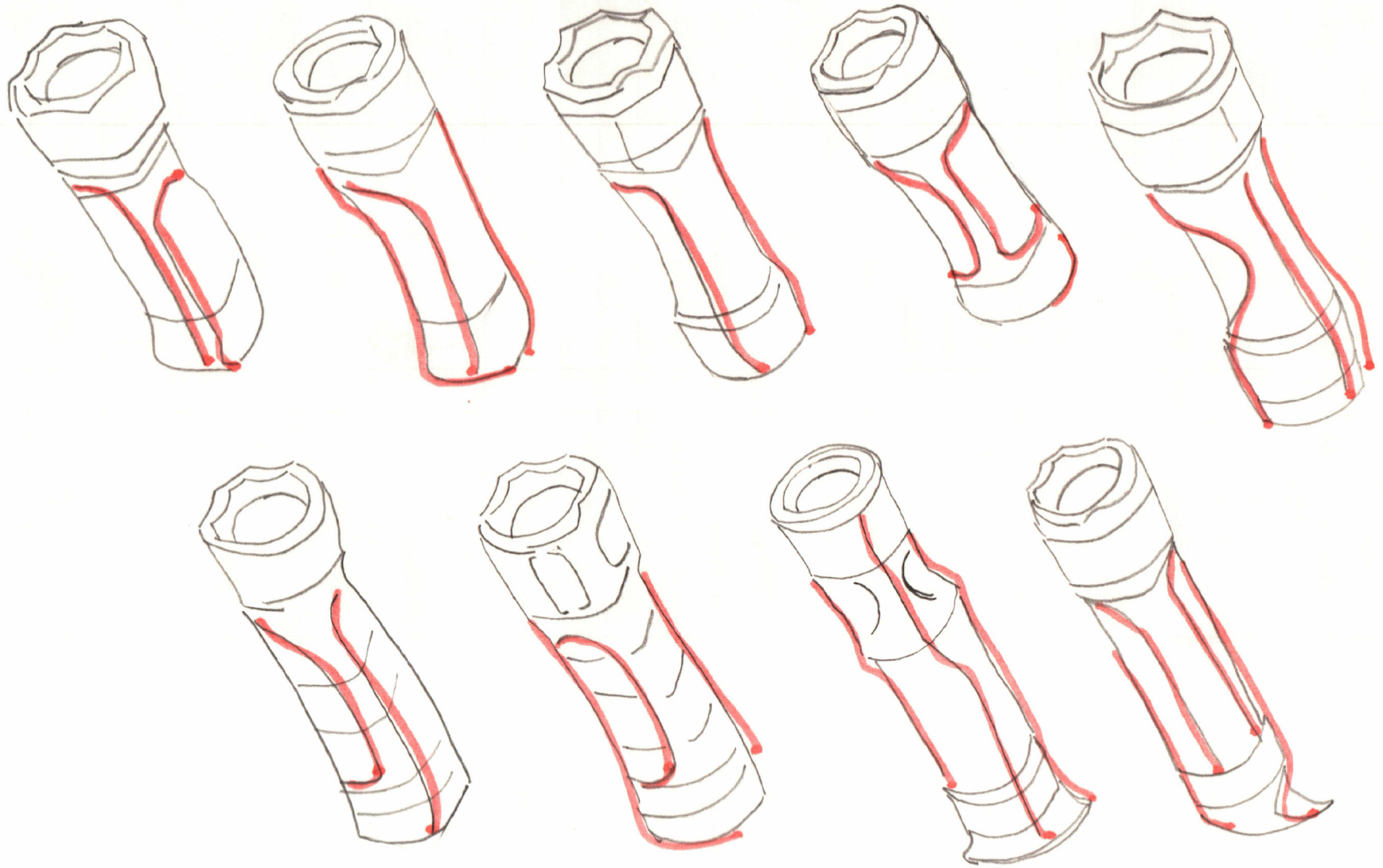
Initial Sketches: Grip/Textures 2



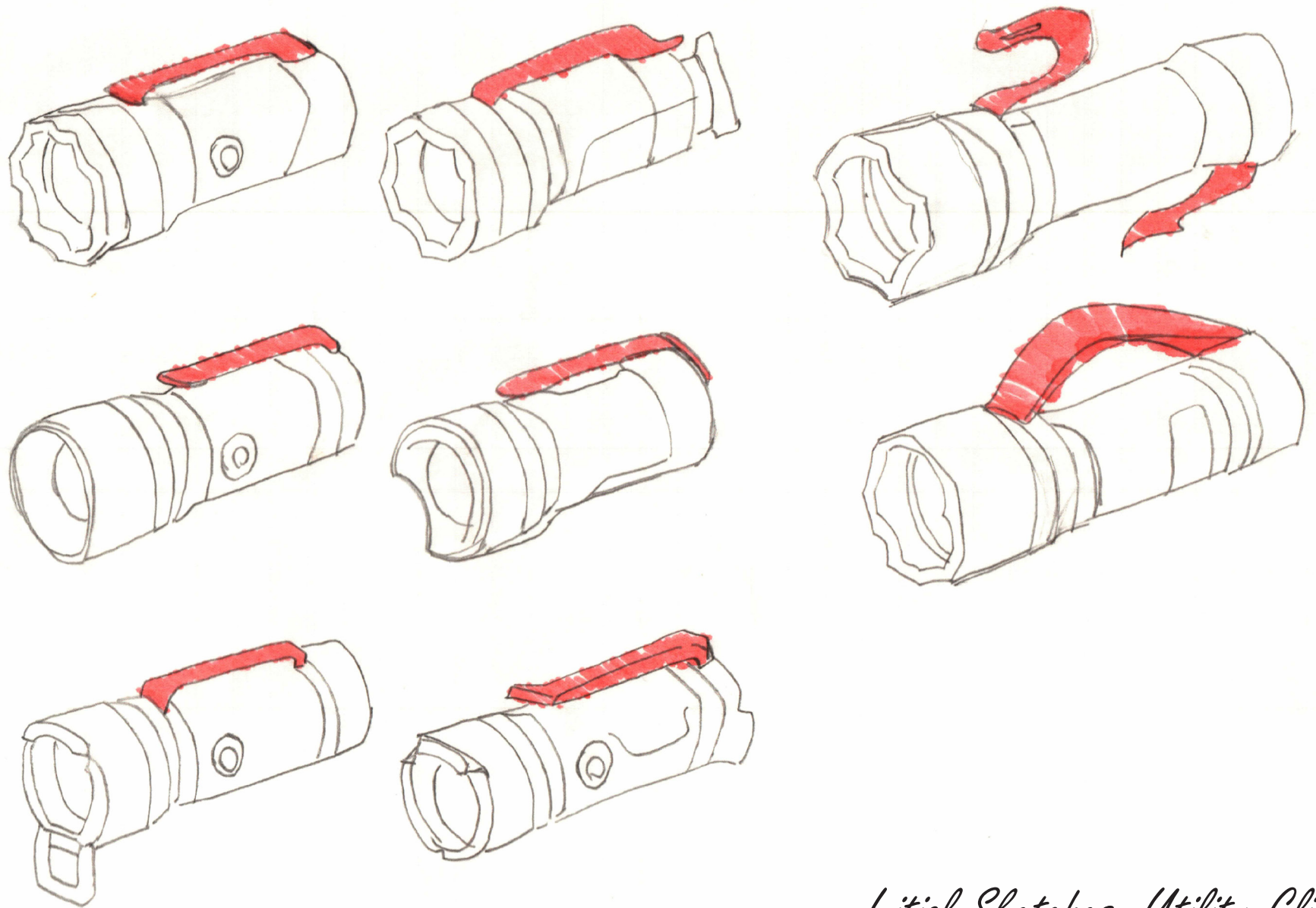
Initial Sketches: Rectangular Exploration



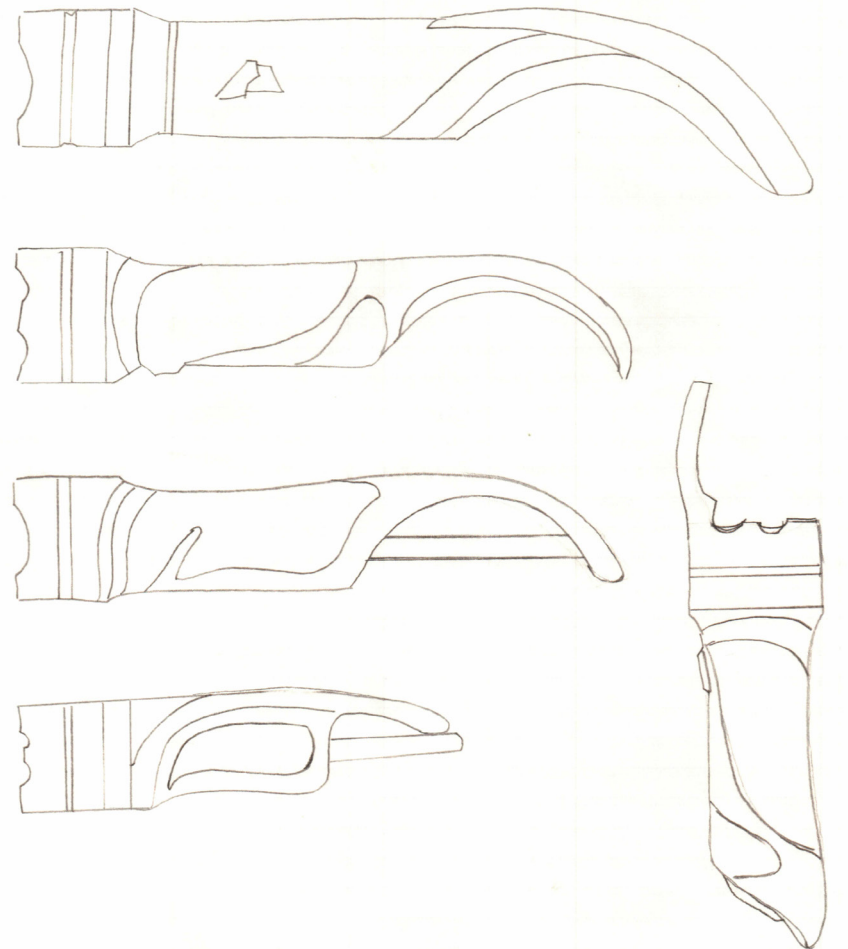
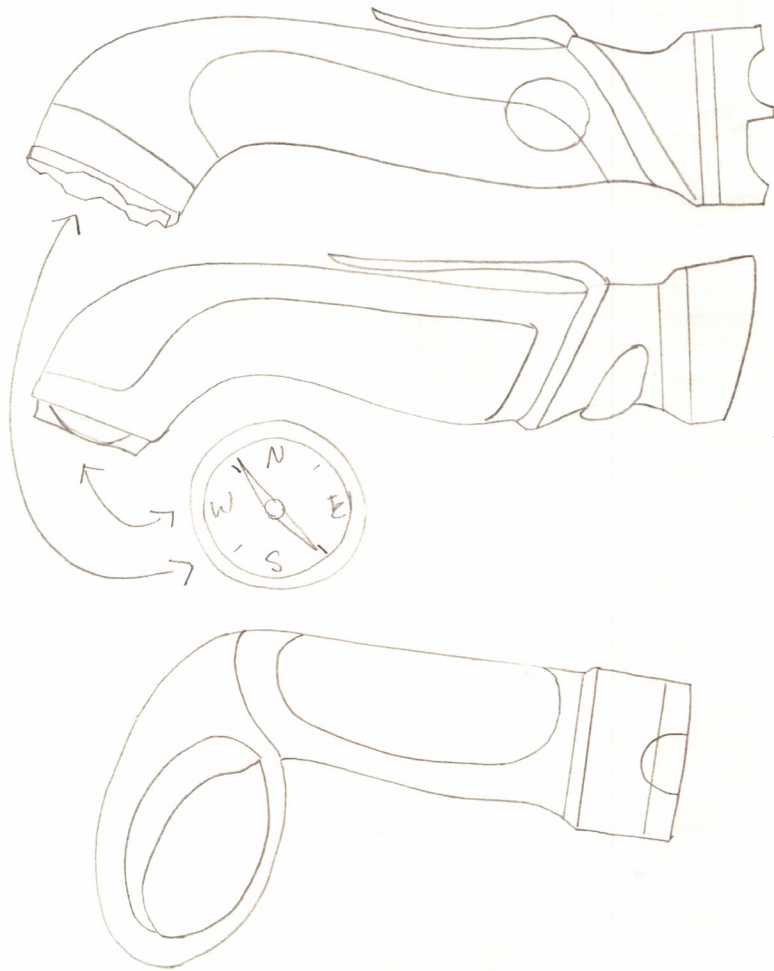
Initial Sketches: Flashlight Lanyard Materials



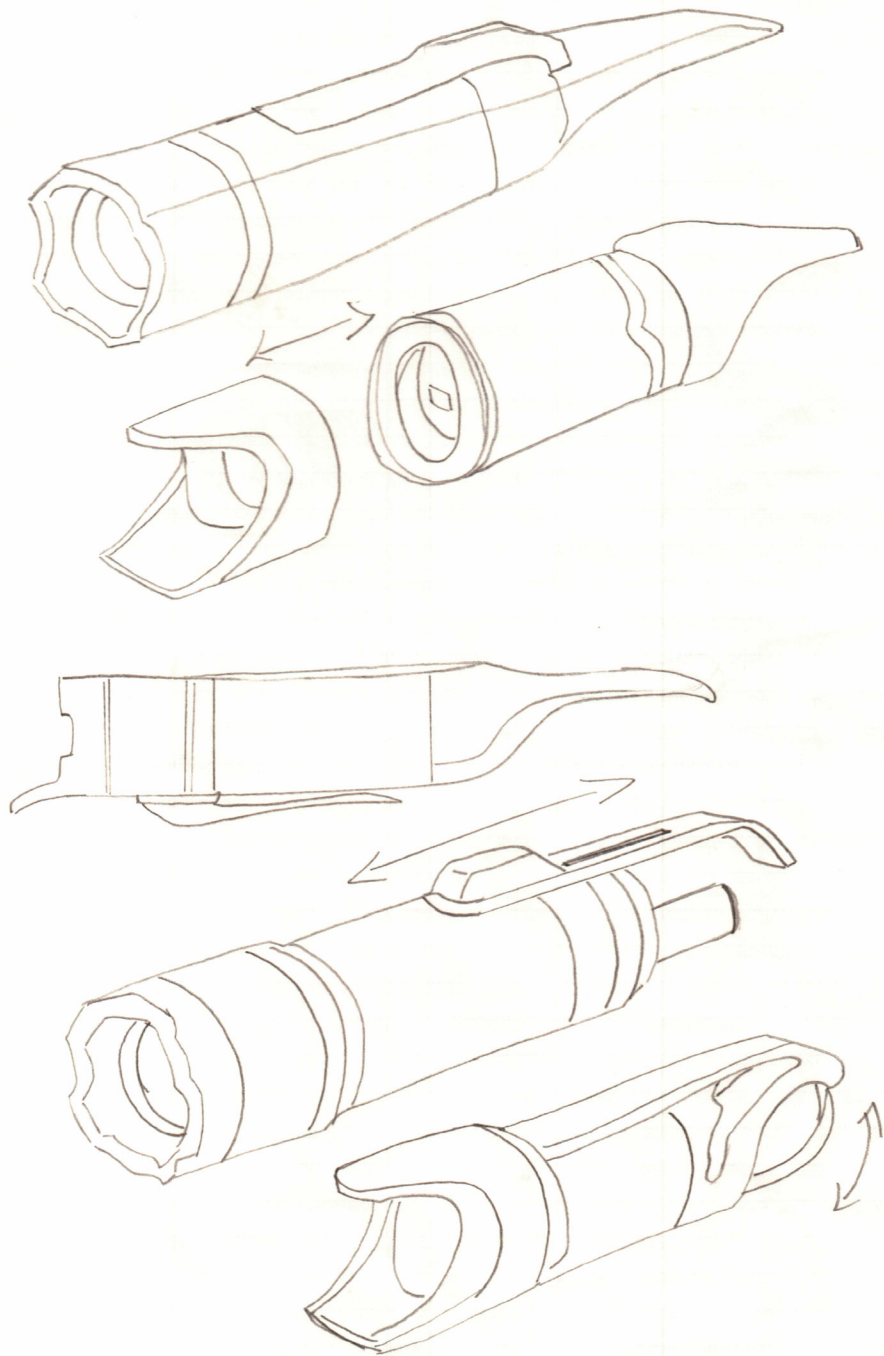
Initial Sketches: Flashlight Contour Exploration



Initial Sketches: Utility Clips



Initial Exploration: Compass/Ferro Rod Flashlight

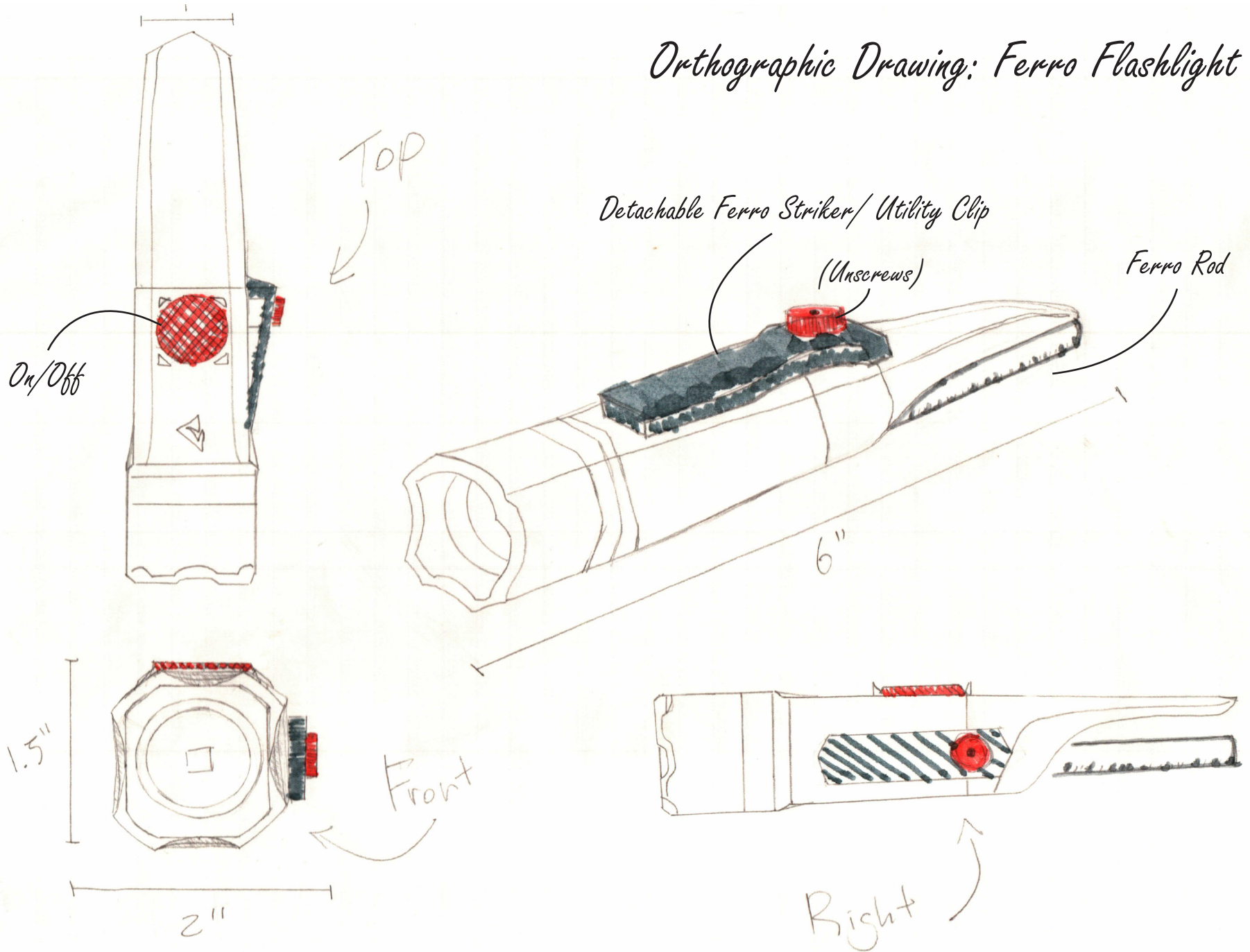


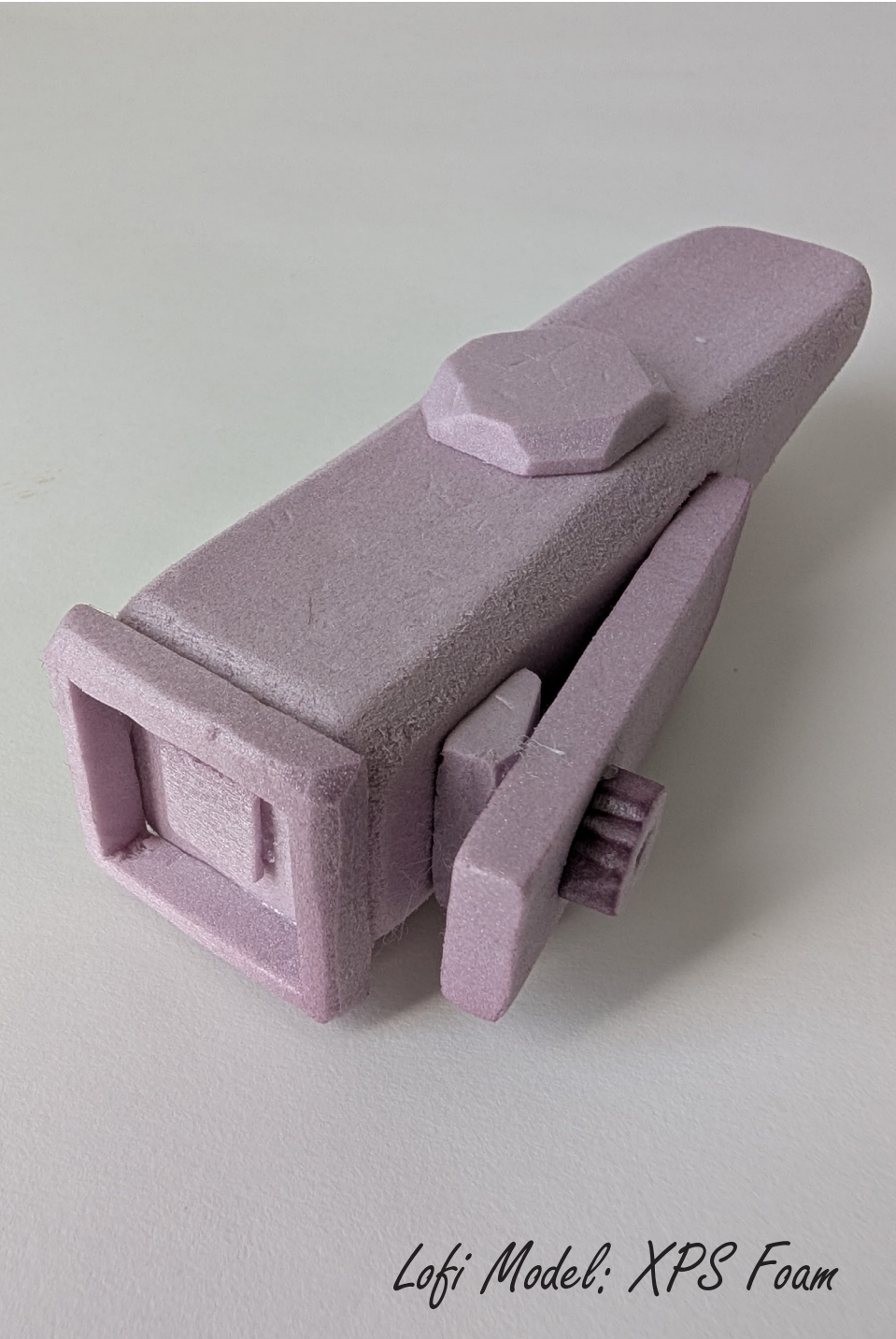
Initial Exploration: Ferro Rod Flashlight



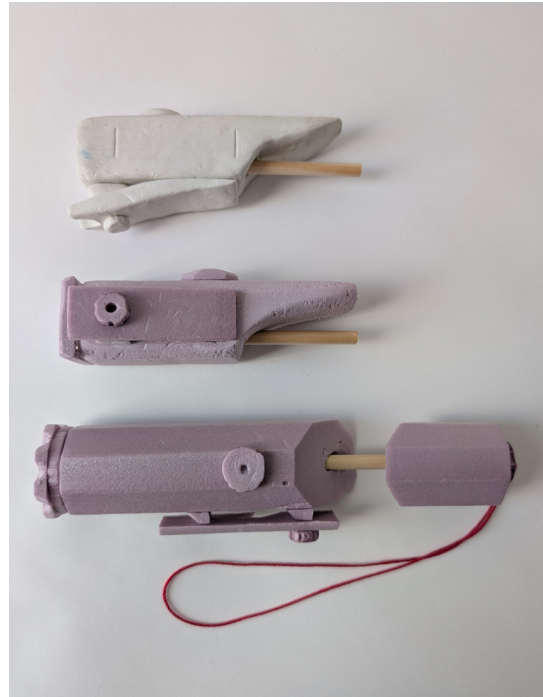
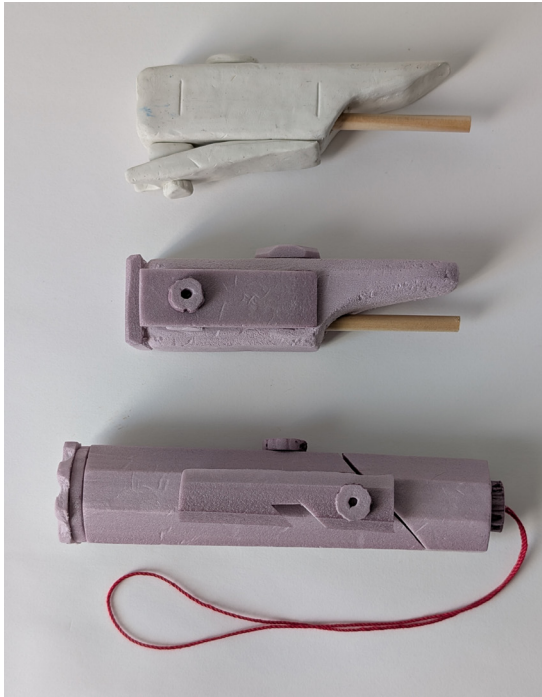
Final Concept: Flashlight + Ferro Rod

Orthographic Drawing: Ferro Flashlight



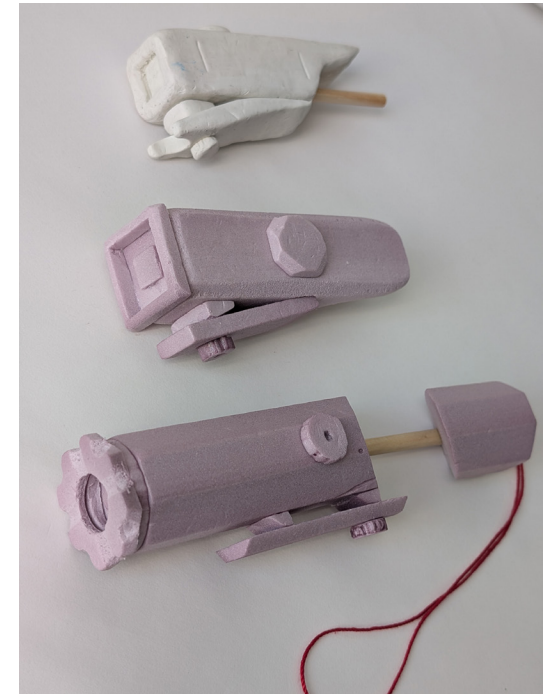
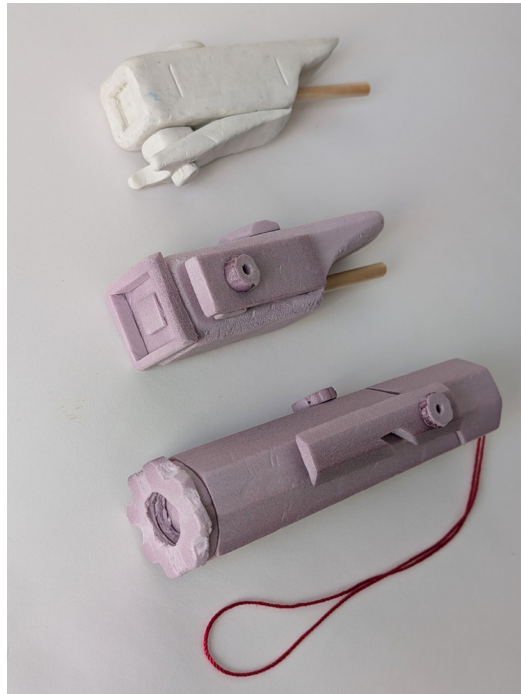


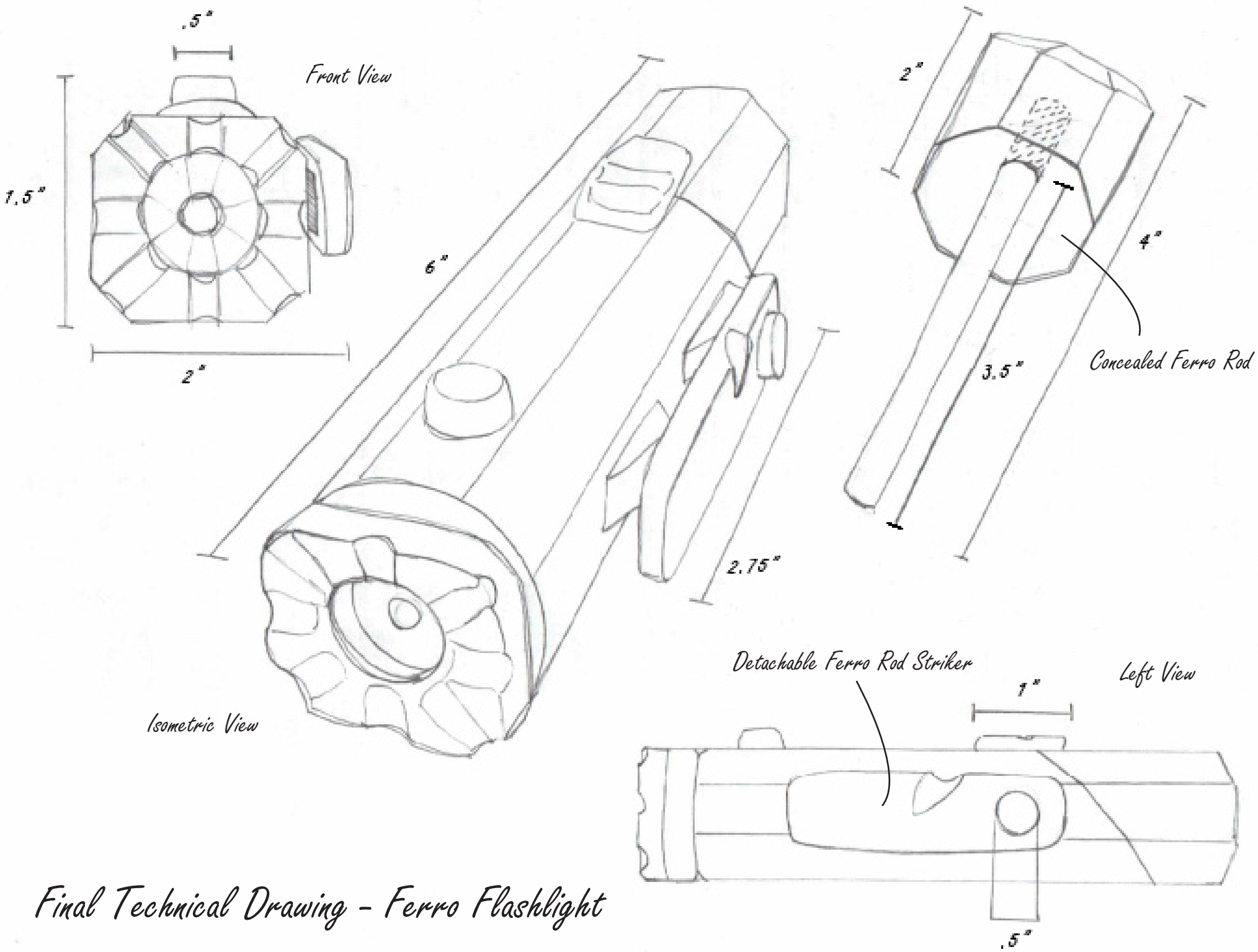
Lofi Model: XPS Foam



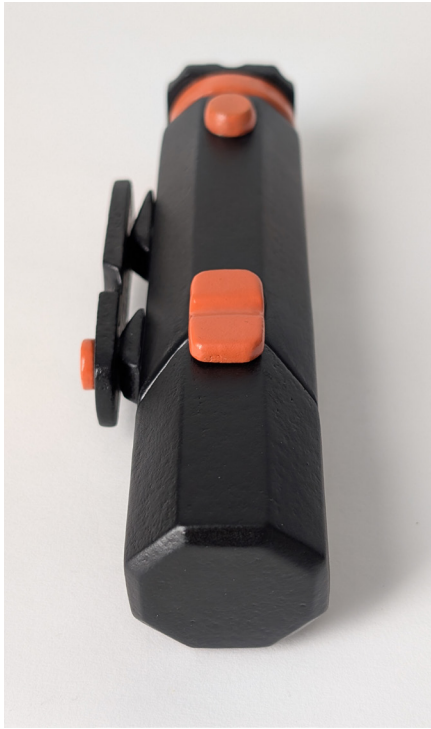
*Lofi Model Explorations.
Clay / XPS Foam*

Ferro Rod Flashlight





Final Technical Drawing - Ferro Flashlight



Final Model

PRODUCT LINE EXTENSION



OZARK TRAIL FLINT ROD FLASHLIGHT



BLACK ANODIZED ALUMINUM



ORANGE ANODIZED ALUMINUM

ORANGE TPE

DETACHABLE STEEL STRIKER

LED LIGHT

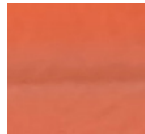
CONCEALED FLINT ROD



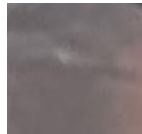
FERRO ROD



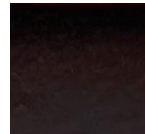
ORANGE TPE



ORANGE ANODIZED ALUM.



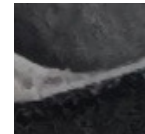
CLEAR POLYCARBONATE



BLACK ANODIZED ALUM.



HIGH CARBON STEEL



FERROCERIUM ROD

THIS COMPACT OUTDOOR FLASHLIGHT COMBINES ILLUMINATION AND FIRE-STARTING CAPABILITY INTO ONE RUGGED, FIELD-READY TOOL. DESIGNED FOR CAMPERS, HIKERS, EMERGENCY PREPAREDNESS, OR EVERYDAY USE, IT INTEGRATES A DETACHABLE FERROCERIUM ROD (FIRESTARTER) WITH A MATCHING STRIKER THAT DOUBLES AS A BELT CLIP, CREATING A SEAMLESS DUAL-FUNCTION SURVIVAL DEVICE.