

BoginaBag[®] case study

BoginaBag[®] is a unique portable toilet which is lightweight and extremely robust.

Client: Kate Castle
www.boginabag.co.uk

BoginaBag has a Patent Pending, European Registered Design and a Trademark.



INNOVATE
PRODUCT
DESIGN

From idea to design.



"I was very pleased with the final product design and the presentation boards that were produced. I requested a number of amendments and these were made quickly and efficiently."

Kate Castle's idea for BoginaBag came to her when she was desperate to go for a pee in the middle of the night whilst camping, and couldn't face walking across a dark campsite to the toilet block. She started to research portable toilets and after dismissing bulky chemical based options, she decided it was time to come up with a better alternative.

After conducting a global patent search, Innovate developed and visualised the design for Kate. She was then able to apply for a patent and registered design images and set about getting the product manufactured in China.

Since launching in April 2010, she has been interviewed on BBC Radio 2, has featured in a number of different Camping magazines and has received some great feedback on the product.

"Seeing the idea come to life has been incredibly rewarding. The excitement of receiving my first sample has definitely been a highlight."



For further information and more examples of other client work, please go to
www.innovate-design.co.uk