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## Product innovation through ecodesign

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W. Wimmer\*

ECODESIGN Company – Engineering  
and Management Consultancy GmbH,  
Neubaugasse 25/2/3, 1070 Vienna, Austria  
Fax: +43-1-4035 611 16  
E-mail: wimmer@ecodesign-company.com  
\*Corresponding author

H. Ostad-Ahmad-Ghorabi,  
R. Pamminger and M. Huber

Institute for Engineering Design,  
Vienna University of Technology,  
Getreidemarkt 9, 1060 Vienna, Austria  
Fax: +43-1-58801 30799      E-mail: ostad@ecodesign.at  
E-mail: pamminger@ecodesign.at      E-mail: huber@ecodesign.at

**Abstract:** This paper shows how to develop eco-products using the Ecodesign approach. Three different product case studies show how to proceed in developing environmentally improved products. These case studies have been carried out in collaboration with industry and the identified product improvements have been realised in commercial products, which are now available on the market. The first case study is an alpine ski, the second is office equipment (Digital Pocket Memo (DPM)) and the third is a new Golf Swing Analyser. Obtaining green product concepts using the ECODESIGN Toolbox with and without having a reference product to start with are presented.

**Keywords:** ecodesign; sustainable product development; design; environmental improvement.

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**Biographical notes:** Wolfgang Wimmer has been a Professor at the Vienna University of Technology in Engineering Design and ECODESIGN since 2002. He is the author of two books on ECODESIGN. Over the last 12 years he has been leading many research projects with leading companies such as Philips Austria, Steelcase Inc., Siemens Transportation among others. In 2005, he founded the 'ECODESIGN company' Engineering and Management Consultancy GmbH located in Vienna, Seoul and Ottawa. Since then he has been the Managing Director of the ECODESIGN company.

Hesamedin Ostad-Ahmad-Ghorabi has studied Mechanical Engineering at the Vienna University of Technology with specialisation in modelling and simulation. Since 2002, he has been working in the ECODESIGN research