

Challenge: Design A New Innovative Fire Alarm Pull Station Protective Cover

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Florida, Tampa, May 3, 2021 (IssueWire.com) - Sterling Langley LLC was recently asked by a prospective client to redesign a decades old standard product in the Fire Alarm/Life Safety Systems industry, a new Manual Pull Station Protective cover. The parameters for the new product project included; exceed the existing competitors design, provide new innovations with new features and new functionalities.

Research indicated the success of the existing protective cover market companies, coupled with the existing quality, reliability, and performance, are legendary in this industry. The global distribution network of the existing products is historically successful. Why then, would anyone attempt to challenge this apparently successful marketplace?

Lloyd Aronoff, Founder and Principal consultant of Sterling Langley LLC recalled the prospective clients' response, "Because they are on top and have the comfort level of a profitable legacy. We want to consider challenging that legacy, the economic timing is right." When asked why the client approached Sterling Langley LLC, the client's reply was, "We were intrigued by your fee schedule and agree to accept your design challenge".

During the international and domestic economic issues, saddled with the existing COVID-19 crisis, Fire Alarm and Life Safety Systems manufacturers were forced to reduce or eliminate their R&D departments. Key engineers were furloughed and R&D budgets were reduced or eliminated in an effort to keep the company economically stable. This lag in corporate R&D focus, the loss of engineering talent, corporate staff, and associated resources were the motivating factors to launch Sterling Langley LLC.

The financial rewards for Sterling Langley LLC are simple. Their licensing fees are payable only when and if the client exercises their rights to accept the Sterling Langley LLC's design, for the clients' own commercialization. "No acceptance, no fees, no ambiguity. The client is always in a Win-Win situation," said Lloyd Aronoff.

"If our client does not accept our design, all costs for all application engineering, prototypes, material and manpower remain with Sterling Langley LLC. We would rather absorb all of our costs for a nonacceptable product challenge than lose the client entirely. It is our goal to have the same client consider us again, for another new project opportunity," said Lloyd Aronoff.

Pull Station Protective Cover project update: The client is motivated with the functional prototype presented and is exploring options with their commercialization team.

ABOUT STERLING LANGLEY LLC

Sterling Langley LLC is a Tampa-based boutique industrial design firm that is motivated to uncover hidden value in a company's existing investment of products and systems. All too often, a manufacturers R&D staff have been reduced or eliminated for corporate economic survival. Subsequently, brand new innovative product market share erosion may be recognized too late to economically adjust to competitive market demands.

Our prime objectives are discovering renewed product value by providing engineered modifications, revisions or brand-new fresh innovative application-engineered products to complement an existing product line.

Additional information about *Creating Value Through Innovation* can be found by

visiting: <https://www.sterlinglangleyllc.com>

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