

Designed for the industry

Company: Boplan

What was the challenge?

BOPLAN® designs, develops and manufactures sustainable and highly effective fall and collision protection for the most demanding environments. All our safety products have only one goal: the protection of people, vehicles, buildings and infrastructure. For the production of our security products, they use exclusively high-quality and very high-performance plastics with properties that far surpass those of traditional products (made from steel).

Forklift drivers are often under severe time constraints and often have to manoeuvre quickly in a relatively small space. A crash against a rack is therefore a frequently occurring accident with high chance on rack damage or material damages. In some extreme situations, this can even lead to a rack collapse, which is a life-threatening situation for the forklift driver as well as the other staff that happen to be in the warehouse at that time.

The absence of a single international standard on storage rack dimensions makes it difficult for companies to find the right rack protection system.



How design helped?

RACKBULL. Boplan has solved this problem by creating a universal product compatible with most storage racks regardless of sizing. It uses therefore the flexible characteristics of a polymer together with an adjustable form factor all of this with an appealing design. The RackBull is very easy to install: it snaps into place with a single click.

COLUMN PROTECTORS In addition to the RackBull, Boplan offers high-quality column protection for pillars and buildings. These polyfin protection systems have high impact resistance and come in safety yellow as standard. After a collision, the material returns to its original shape and position thanks to its built-in memory.

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DESIGN The development of both products was supported by an external design agency. Alongside the functionality of both products, a new visual identity has been introduced that will be continued for future similar products. This identity helps to be recognized in the market and to differentiate from competition.

The creation of RackBull and Column protectors was supported financially thanks to the SME-Wallet. Via the 'strategic advice - design management' pillar, Boplan received financial support: the project cost EUR 50,000, 50% of which was covered by support funding.

What is the impact?

As plastic neither rusts nor requires painting, these systems are a cost-effective solution for any warehouse. Boplan also follows a comprehensive cradle-to-cradle philosophy and takes back old installations to recycle them into new raw materials. Commercially these new products have generated a serious boost in sales.



Increased sales

Design4Innovation partner: Flanders Innovation & Entrepreneurship
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