

ECCO SOFT EDGE RULER BOSTON EXECUTIVE STAND-UP STAPLER

CLIENT/COMPANY Back GmbH, Leinfelden, Germany/Hunt Manufacturing, Philadelphia
CONSULTANT DESIGN Ecco Design, New York; Eric Chan, principal; Ruler: Parra Chaiyapach, Jeff Miller, designers; Stapler: Ethan Imboden, Jeff Miller, designers
MATERIALS/FABRICATION Ruler: stainless-steel sheet, laser-etched logo, silk-screened measurements, steel tool dies; Stapler: stamped, punched and chromed steel; thermoplastic elastomer pieces
HARDWARE/SOFTWARE Ruler: Ashlar Vellum, Adobe Illustrator 9.0, Apple Power Mac G4; Stapler: Apple Power Mac G3, Windows NT, Ashlar Vellum, Alias|Wavefront Studio, Pro/ENGINEER, Adobe Illustrator, Adobe Photoshop

Designed to improve user experience and function while remaining precise, the ECCO Soft Edge ruler's shape mirrors the curve of the hand. Yelavich was impressed with the rationale behind the "gorgeous" ruler and its natural grip. The Boston Executive Stand-up stapler lies flat on the table or can stand on either end, resulting in an affordable, yet prestigious, desktop item that's clever in form and function and elegant in shape. However, Yelavich noted the stapler's instability when standing on its end and questioned whether or not our desktops are so cluttered that we need a stand-up stapler.



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