

— CASE STUDY // PRODUCT DESIGN + QUOTING

From a pen sketch to a quoted product.

Podium Pickles wanted a branded stainless fork to sell with the jars. A sketch became seven concepts across two rounds, each checked against a real manufacturing route, the logo checked for laser marking, and real quotes next to every option.

CUSTOMER

Podium Pickles, a small-batch pickle brand

CONCEPTS

7 across two rounds

STATUS

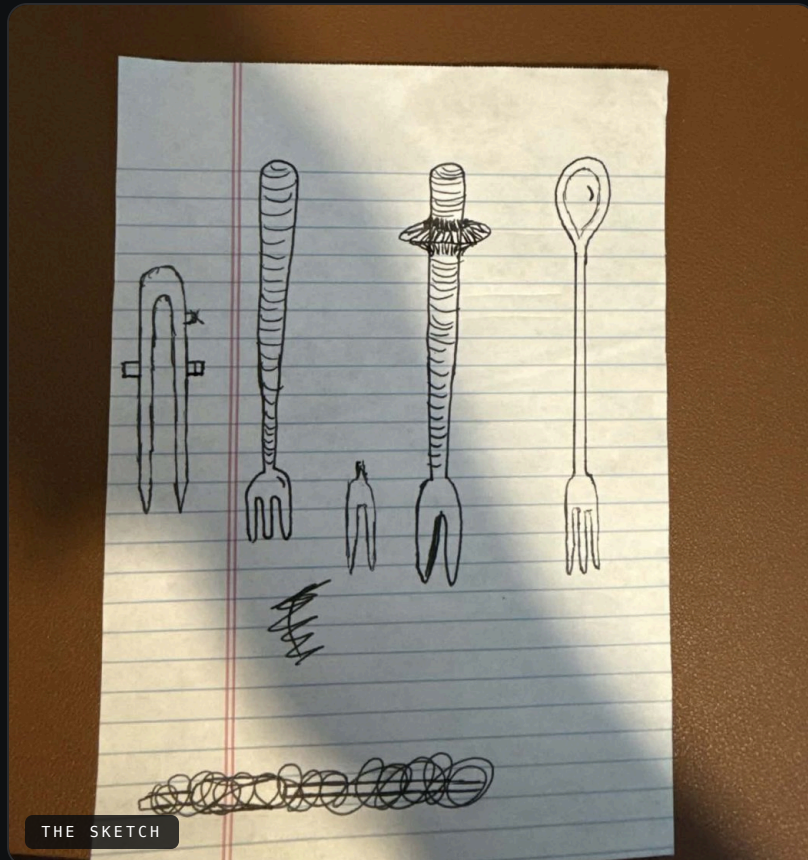
Concepts and quotes with the customer



CONCEPT RENDERS

— DAY ONE

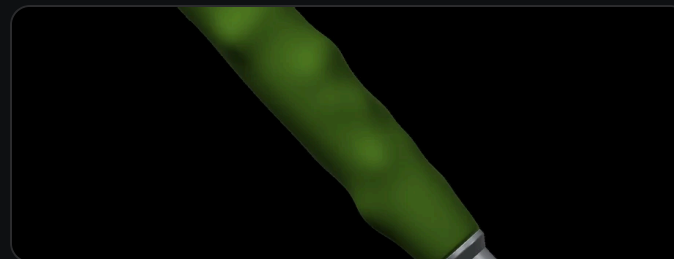
Where it started



THE SKETCH

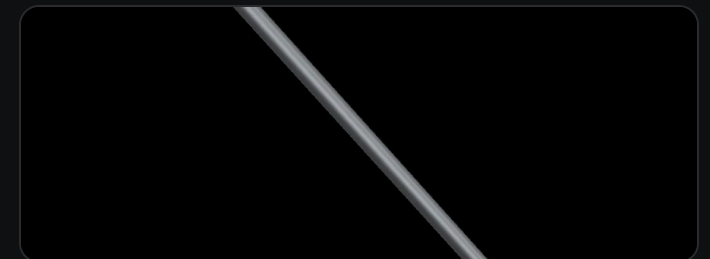


SAME DAY: FOUR PRINT-READY SOLIDS



B2

Metal fork, printed pickle handle on a hidden tang.



D

Jar-deep fork with a brine spoon on the other end.

— SEVEN CONCEPTS

Every idea got a route and a number

A Hairpin jabber

316L metal AM • 6.3 in, 1.4 oz

A bent-wire look printed as one piece. Simple and cheap to print, but in 316L it is a jabber, not a tong.

B2 / C2 Pickle grip and collar jabber

316L fork, printed plastic handle • 6 to 6.75 in

Two-piece: a metal fork with a hidden tang set in a printed pickle-shaped handle. Dropped from the quote until the handle has a cost.

D Spoon and fork

316L metal AM • 8.5 in, 1.2 oz

Long enough for the bottom of the jar, a spoon on the far end for the brine. The lightest of the printed set.

E 10 mm wrench fork

316L metal AM • 6.5 in, 1.9 oz

A real combination-wrench box end, 12-point with the proper offset and a stamped 10, and a three-tine fork where the open end would be.

F Topology fork

316L metal AM • 7.0 in, 2.0 oz

The handle came out of a 2D topology study with a spear load and a side load at the tines. A Warren-style truss using about a third of a solid plate.

G Sheet metal fork

316 sheet, laser cut and formed • 7.5 in, 1.5 oz

A formed channel handle, flat tines and a hang hole. The logo is laser marked on the web after forming. By far the cheapest route at every quantity.

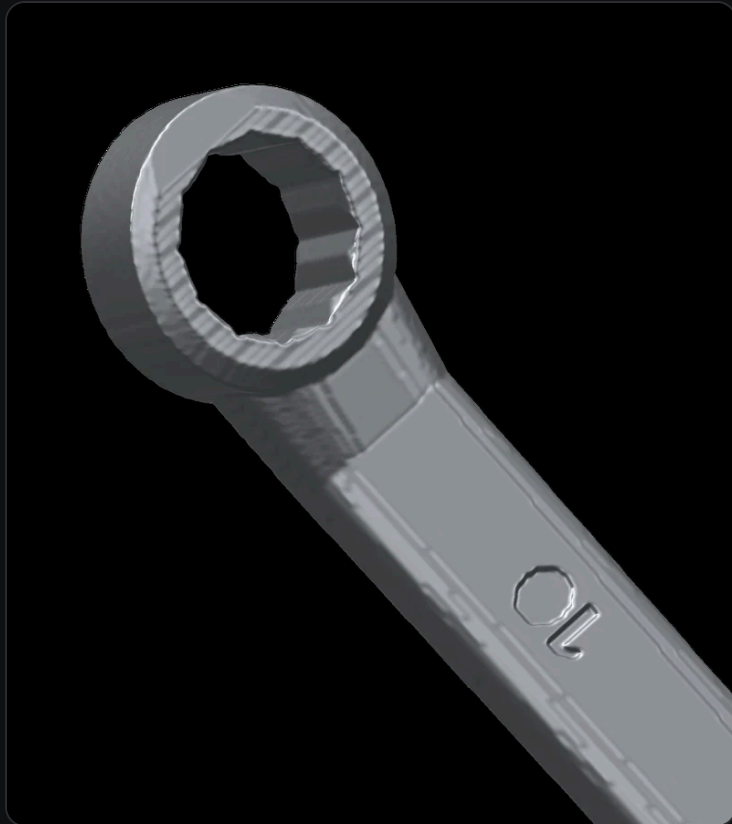
G2 Cut-through flag

316 sheet, laser cut and formed • 7.5 in

Same fork, the checkered flag cut through the handle with alternate squares marked. Holes and ligaments sized at sheet thickness so the laser can hold them.

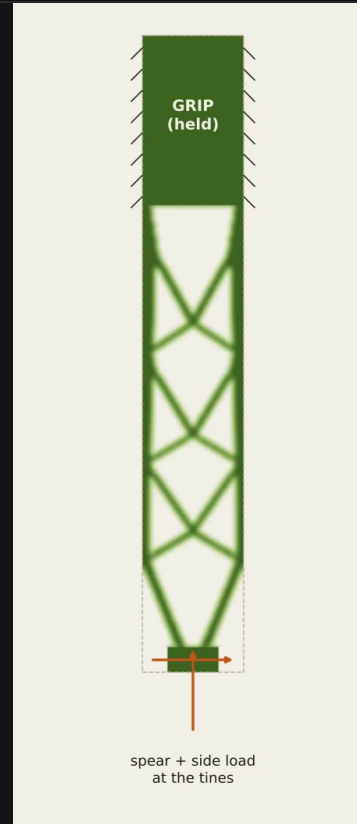
— ROUND 2

The customer's ideas, engineered



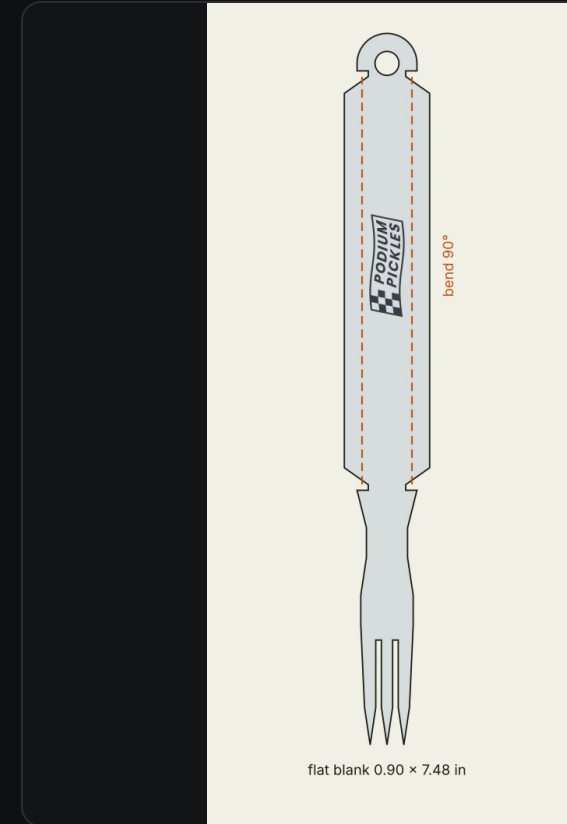
E: a real 12-point boxend

The offset and the stamped 10 like a real wrench. Bolt fit gets checked on the first print.



F: 2D topology study

Spear and side load at the tines, grip held. In-plane only, prying checked in the final FEA.

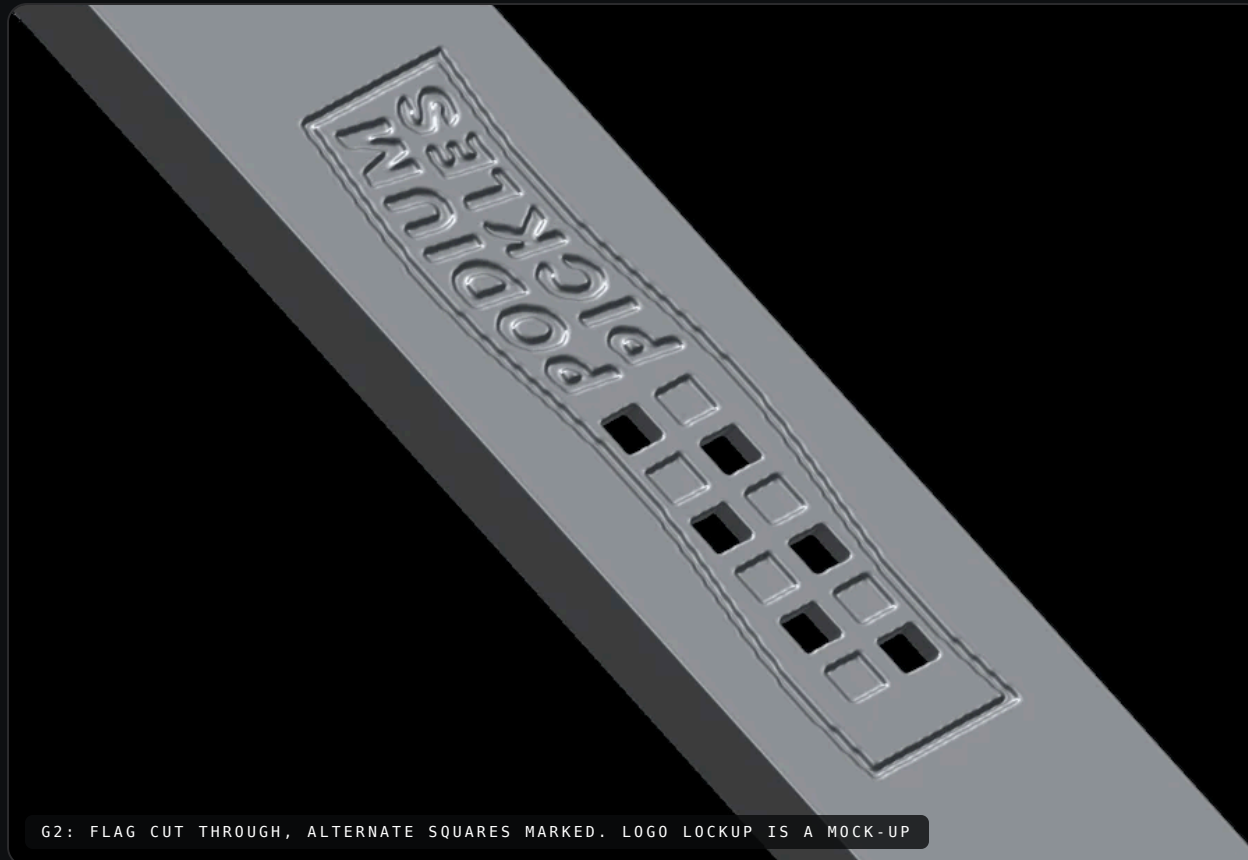


G: flat blank

Two bend lines, logo on the web. Cut, bend, mark, passivate.

— THE DETAILS

Three things that made it a real quote



G2: FLAG CUT THROUGH, ALTERNATE SQUARES MARKED. LOGO LOCKUP IS A MOCK-UP

① Two routes, priced side by side

Printed 316L gives organic shapes and one-piece novelty. Laser cut sheet gives the price. The customer saw both with real numbers at four quantities, not a guess.

② Branding checked before it was promised

The logo mark was measured on a 0.01 mm raster: every stroke, gap and counter sits well above what a fiber laser can hold. Marked after forming so the die never touches it, then passivated for food contact.

③ DFM done against the shop, not a textbook

The first sheet metal flange failed a vendor's bend check. The flange grew, the bend radius changed, and the revised STEP passed before it was ever quoted.

— PROCESS

Sketch to quote in two days

01

Sketch to solids

Four concepts from a pen sketch, built as watertight print-ready solids with the tang, collar and handle details worked out.

02

Customer deck

Renders, sizes in inches and ounces, a compare table and the materials story, in a look that matches the brand.

03

Round 2

The customer's own ideas: a wrench fork, a topology handle and a sheet metal version with the logo on it.

04

Instant quotes

Every concept run through metal printing and laser cutting quotes at 3 to 100 pieces, with duty and shipping in the number.

05

Drawing and RFQ

The sheet metal fork got a 1:1 drawing with the flat pattern, bend callouts, etch detail and passivation note, ready for a laser shop.

06

Next

Customer pick, vector logo in, production CAD in Inventor, first article and a 48 hour brine soak on the marked part.



— YOUR PRODUCT

What this means for your project

Branded merch and small products

Forks, openers, keychains, tools, fixtures. I design it for the process that fits your quantity, check the branding will mark or cut clean, and bring back real quotes instead of a guess.

Idea to first article

A short concept round with renders and a compare table, then production CAD, a drawing and a first article through shops I know. You own the files.

Have a product idea on a napkin?

[kindofabigdill.com/quote](https://www.kindofabigdill.com/quote)



[READ THE CASE STUDY](#)

Send me the sketch and what it needs to do. I reply within 2 business days.