

ZYLISS CONTROL KNIFE SET & BLOCK

A new kitchen knife range that improves user experience and reduces the spread of bacteria

THE CHALLENGE >

The US market for domestic kitchen knives is dominated by a small number of brands and DKB Household saw an opportunity for its Zyliss brand to disrupt and enter this market segment. To assist, DKB commissioned CDP to develop a new knife design and block set.

THE SOLUTION >

The initial project phase saw CDP researchers and designers observing a variety of households during meal preparation to understand how home cooks used the knives and utensils they already had and what the areas of frustration or unmet need were.

After analysing the most-used cutting and grip patterns, four patented 'control' points were incorporated into the individual knife and handle design. These points allow users to have the same level of control over the knife, regardless of their personal cutting style or hand size.

The block holds the knives in removable, antibacterial sheaths, which are dishwasher safe.



We chose CDP because of their expertise in innovation, design and research. We needed a partner who had good knowledge and understanding of how to use research for innovation to unlock unmet user needs, as well as having solid in-house design expertise. We achieved our goal — challenging conventional thinking around the design and use of kitchen knives.”

Grant Race, Director of Marketing, DKB Household UK

BENEFIT TO CLIENT >

Feedback from home cooks on the prototypes was overwhelmingly positive and production was scheduled just three months after the start of the project.

Available individually and as a five-piece knife block set, Zyliss Control is currently on sale in the UK. Zyliss Control is available in the US individually and as a 17 and 5-piece knife block set, with a wider global roll-out planned in 2017.



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