

## ***DESIGN - Philosophy***

The CASA Design Philosophy:-

**C** = Compatability  
**A** = Adaptability  
**S** = Simplicity  
**A** = Acceptability.

This achieves sound Engineering, cost Economy and Aesthetics.

## ***QUALITY - Philosophy***

The quality of anything is determined by  
**PEOPLE.**

CASA's **PROFESSIONAL** quality is achieved by staff who have a natural desire to give high standards of workmanship, a mature responsibility to customer's needs and the knowledge gained from receiving:-  
good training; adequate instructions; high quality materials; appropriate tooling, machines, inspection testing and measuring equipment.

# On the VALUE of Appearances

**Some important arguments for CASA's designed solutions and the "Professional" appearance of our Electronic Enclosures:**

- 1) People RESPECT and care for things that look "Professional" even if they are out of their contextual environment (*computer systems, industrial electronic and communications equipments are strategically valuable business tools - they are often fragile - they deserve respect*).
- 2) People EXPECT "things" to have a LOOK appropriate to the Industry or Professions from which they derive (*even non-technical people have discerning expectations concerning the presentable and visual qualities of products*).
- 3) The potential VALUE of this "Respect" is LARGE when compared to the un-budgeted consequences of crude, untidy, inefficient or inappropriate appearance of low cost solutions.
- 4) THINGS often "take-on" the affectations of the dominant environment, or, they may "take-on" affectations of the "precious" object that gets the most significant visual attention.

In conclusion:

**Industrial ART (design) should perform a satisfying aesthetic enhancement of the underlying technology and add to the total value and acceptability of the product.**

