

Product Innovation and Industrial Design Protection

Zhou Ligang

Founder and chairman of Bole Design Group



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Founder and chairman of Bole Design Group
President of Hangzhou Industrial Design Association
Hangzhou Shangcheng District CPPCC Standing Committee

Vice Chairman of National Industrial Design Industry Innovation Alliance
Vice President, Industrial Design Branch, Chinese Society of Mechanical Engineering
Vice President of Zhejiang Businessmen Research Association/Vice president of New Economy Committee
Vice President of Zhejiang Industrial Design Association
He has been the judge of National Industrial Design Center, Guanghua Longteng Award and China Excellent Industrial Design Award

Bole Design Industrialization Innovation Group

National Industrial Design Center

National High-tech Enterprise

China's Top Ten Industrial Design Companies

President unit of Hangzhou Industrial Design Association

The Rise of Domestic Fashion New Consumer Brands

“新经济、新消费、新设计”推动细分高增市场

完美日记 谷小酒 云米 橙舍 猫王 火鸡
花西子 泡泡玛特 熊猫不走 德尔玛 素士
气味图书馆 邦先生 植观 元气森林 小南瓜
缤兔 认养一头牛 全棉时代 摩飞 洛斐 90分
老金磨方 米粉事务局 林清轩 朱炳仁铜 皮蛋
小仙炖 8H 拉面说 钟薛高 三顿半 王饱饱
大人糖 挪客 食验室 三只松鼠 参半
蕉内 螃蟹秘密 空刻 萨瓦迪卡 SKG 小熊

An advertisement for Lofree featuring a close-up of a keyboard with a variety of colorful, rounded keycaps. The keys are arranged in a grid, with some keys like 'esc' and 'shift' having their labels printed on them. The background is a light pink color.

The image is a vertical advertisement. At the top, there is a portrait of a young man with short dark hair, wearing a light blue long-sleeved shirt over a white t-shirt, sitting outdoors against a clear blue sky. Below the portrait, the text "超即溶数字系列" (Super Instant Soluble Digital Series) is displayed in large, bold, black font. Underneath, the text "无添加 | 0蔗糖 | 还原本真风" (No additives | 0 sugar | Returns to the original wind) is shown in a smaller, black font. The bottom half of the ad features a clear plastic tray containing several colorful, single-serve coffee cups. The cups are stacked and arranged in a pyramid-like shape. The visible text on the cups includes "SUPER COFFEE MIX", "STANDARD 1-6", "123456", and "SATURNBIRD". Large, bold numbers "123456" are overlaid on the cups. At the very bottom, there is a horizontal row of small colored circles.

The image is a collage of three distinct visual elements. The top half features a group of colorful, stylized cartoon dolls with large heads and expressive faces, arranged on a stage with a futuristic, orange-lit background. The middle section shows a pair of modern sneakers with a vibrant red and white color scheme, accented with gold and silver, set against a backdrop of traditional Chinese swirling cloud patterns. The bottom left corner shows a yellow and black cylindrical container, possibly a canister or a small bottle, with some text and a logo visible.

有味道的

钟薛高

Chicecream

融化在

The Balance Between Product Innovation Iteration and Design Protection

Design: fast, suitable for products with obvious features

Definition of Industrial Design

Based on aesthetics, engineering and economics,
Pay attention to users and scenes, define, design and transform products,
To create user value, business value and social value

Design is constantly finding and solving problems!

The perception of the design determines the value it creates

Alibaba Design Week + Bo Design
博乐设计



天猫定制厨电好物

萌厨当家
玩出新潮味

立即探秘 >



BO
Design × Alibaba Design
博乐设计



无 线 智 能 果 蔬 清 洗 器

天猫双十一
TOP1



趋势设计
懒美主义

K·SKIN 金稻® × BO Design 博乐设计 × Alibaba Design 阿里巴巴设计

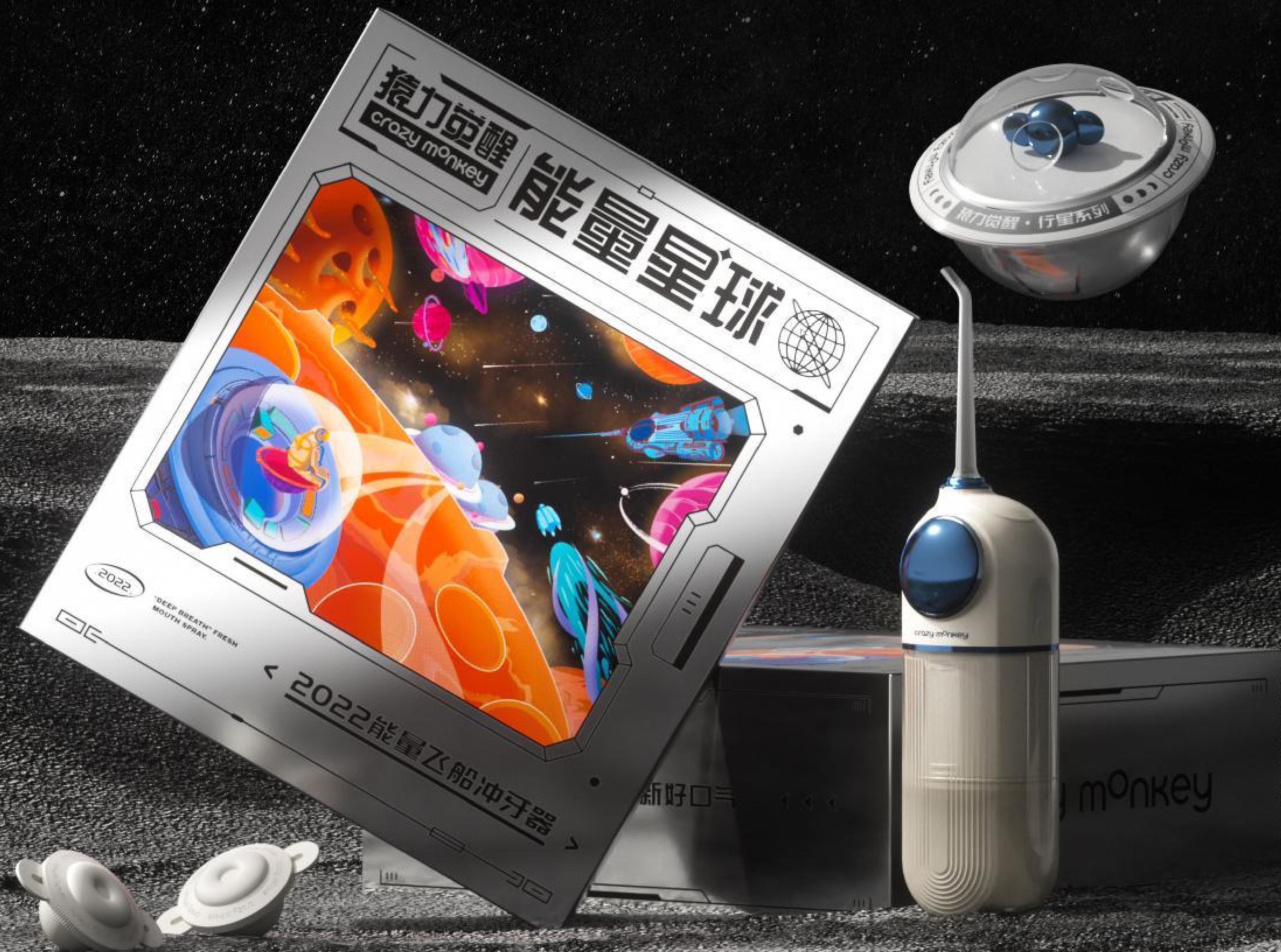


即插即用 30秒速热
造型不等待

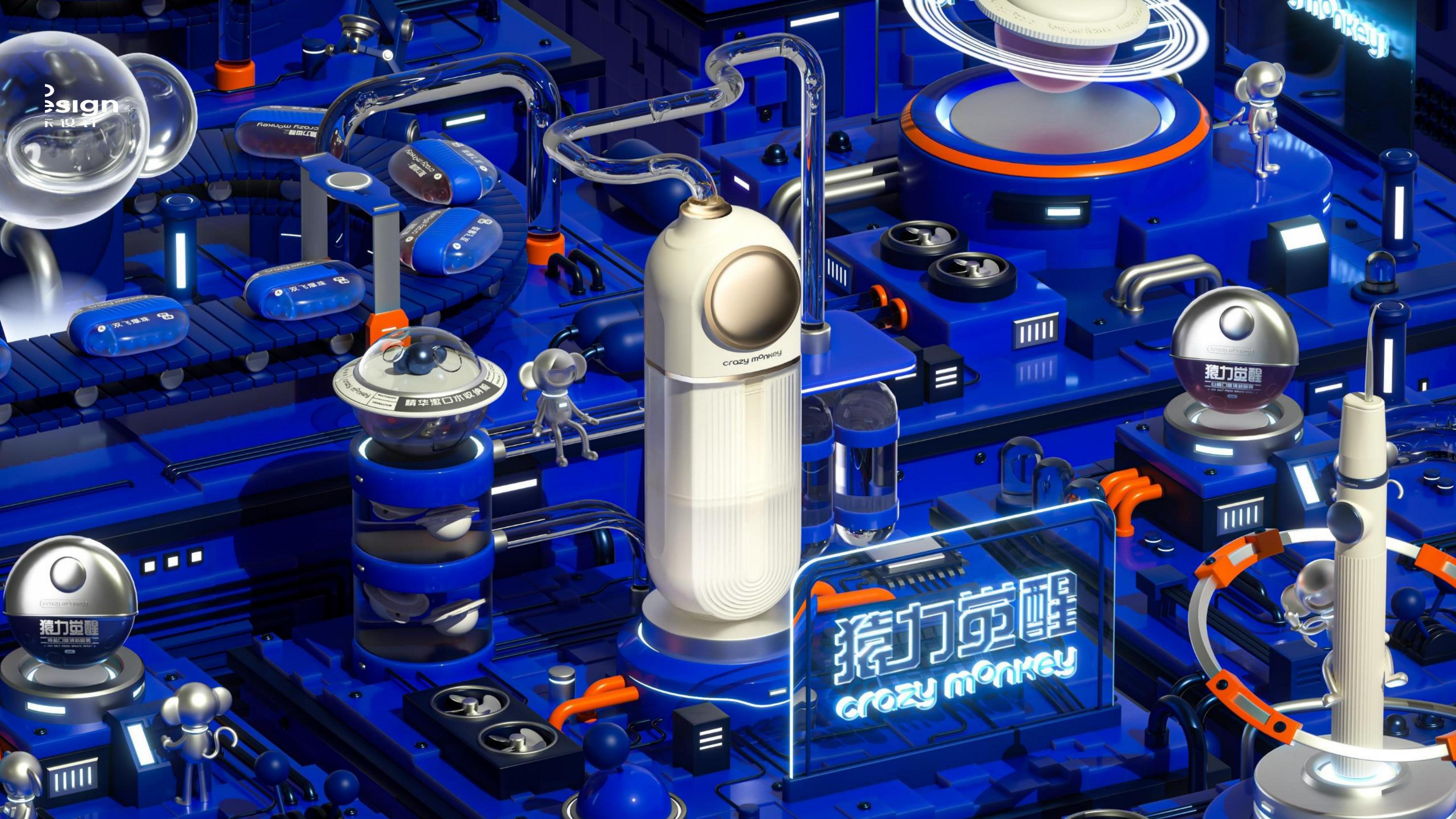


懒美主义
SE1





design
云设计



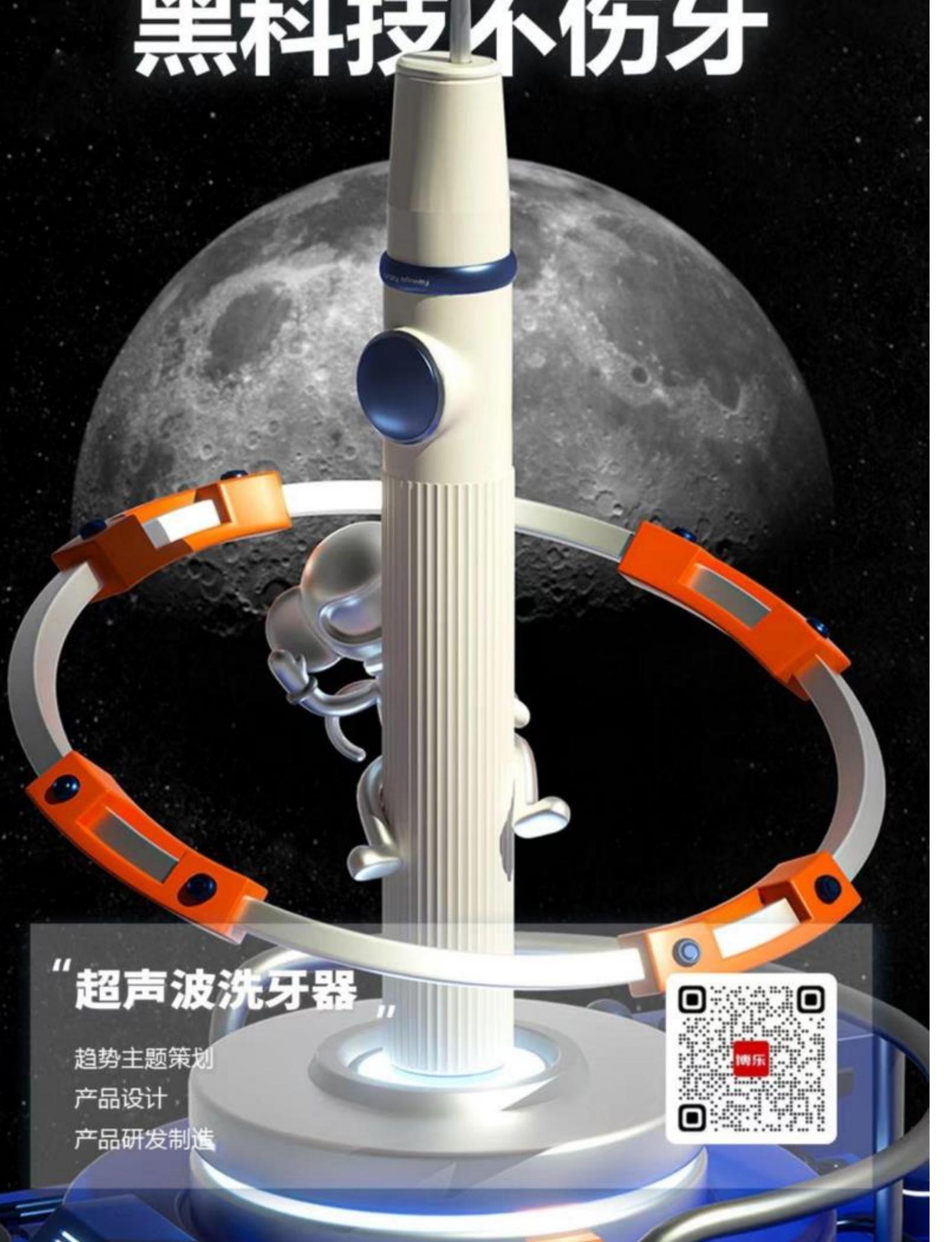
BO
Design × 猿力觉醒
博乐设计

IPX7级防水
全身可水洗



BO
Design × 猿力觉醒
博乐设计

真正超声波
黑科技不伤牙



BO
Design × 猿力觉醒
博乐设计

超声换能器
200万次/分钟共振

更干净更快速



BO
Design × 猴力觉醒
博乐设计



“双核爆珠”

趋势主题策划

包材+耗材

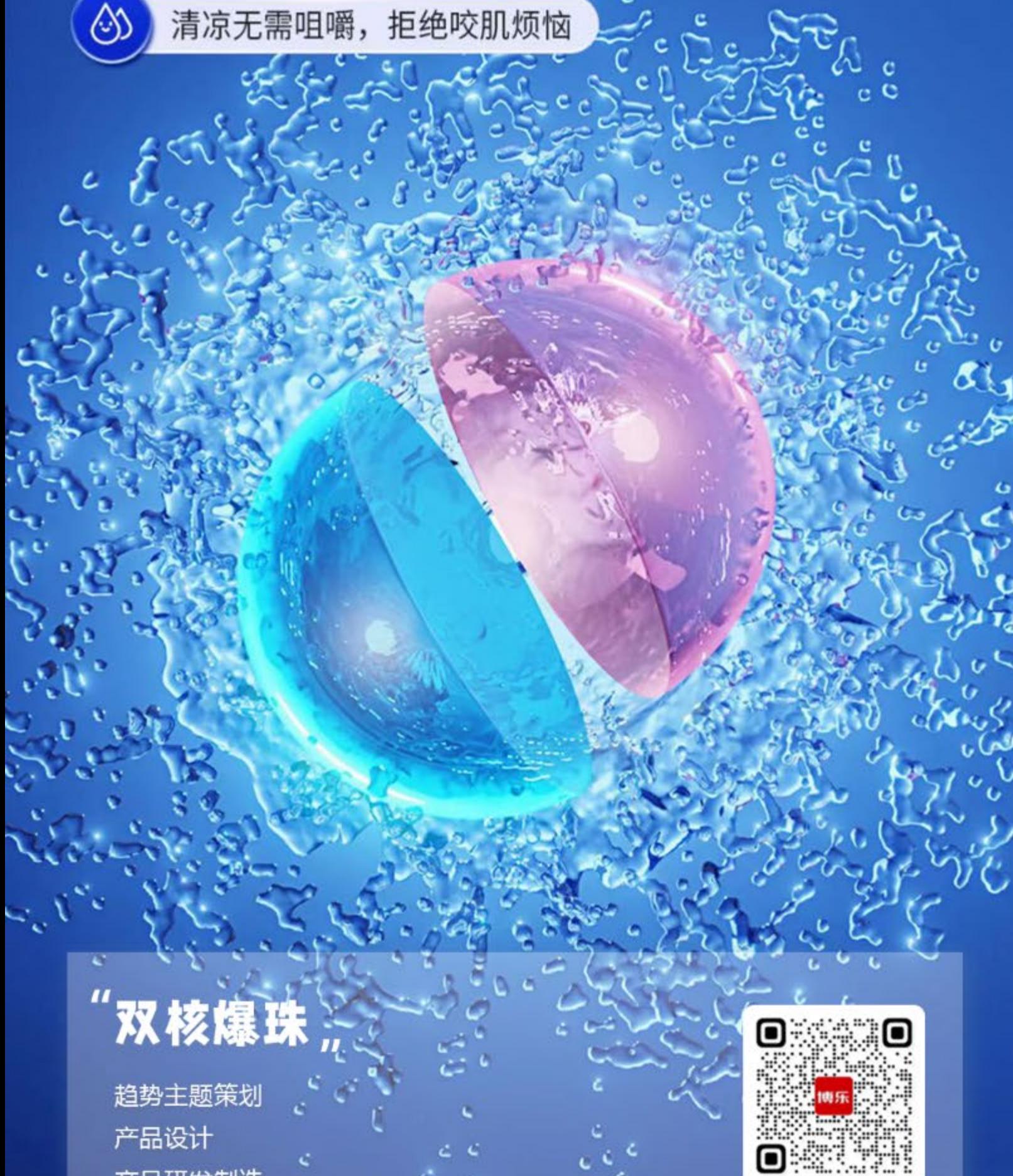


BO
Design × 猴力觉醒
博乐设计

无缝胶囊技术 一咬即爆

0.1MM单层包裹薄如“鸡蛋膜”，即享清凉爆破的口感

清凉无需咀嚼，拒绝咬肌烦恼



“双核爆珠”

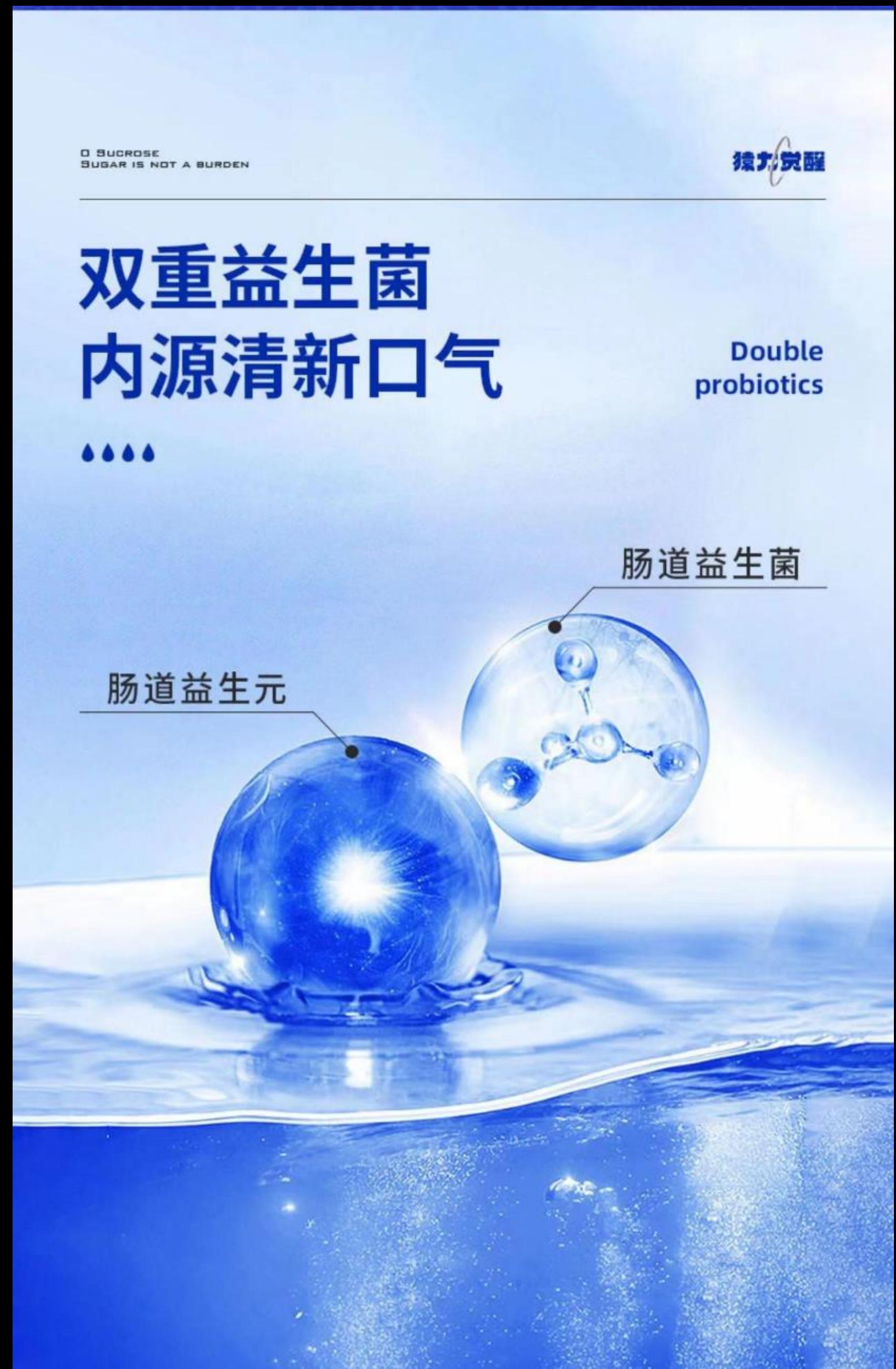
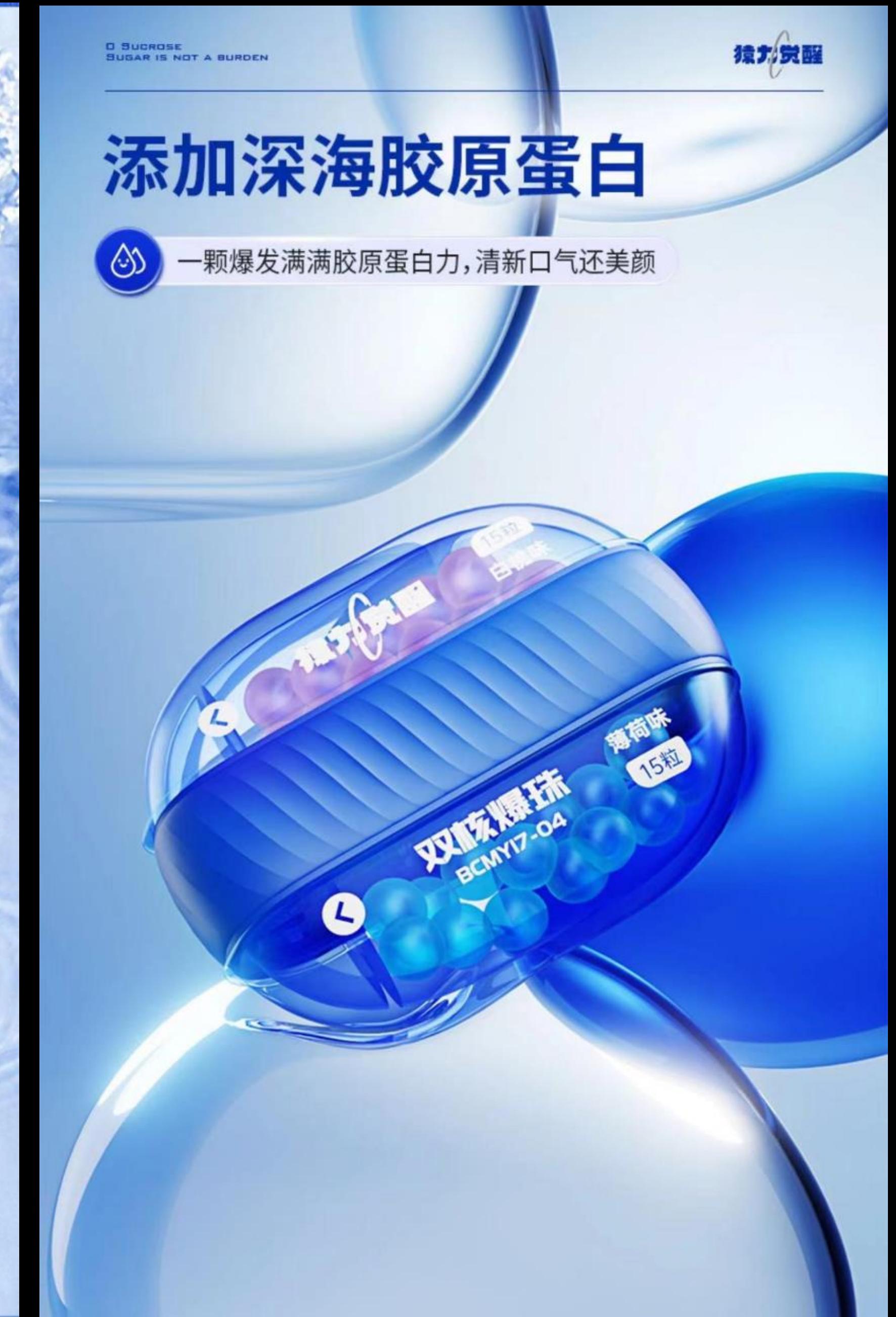
趋势主题策划
产品设计
产品研发制造

BO
Design × 猴力觉醒
博乐设计

“双核爆珠”

趋势主题策划
产品设计
产品研发制造





New product design and design application



Scene Change

Disruptive Innovation

Core Value



design
设计

x Hooeasy 好易点

邦先生
MR.BOND

烘 干 智 能 晾 衣 机

天猫智能晾衣机类目

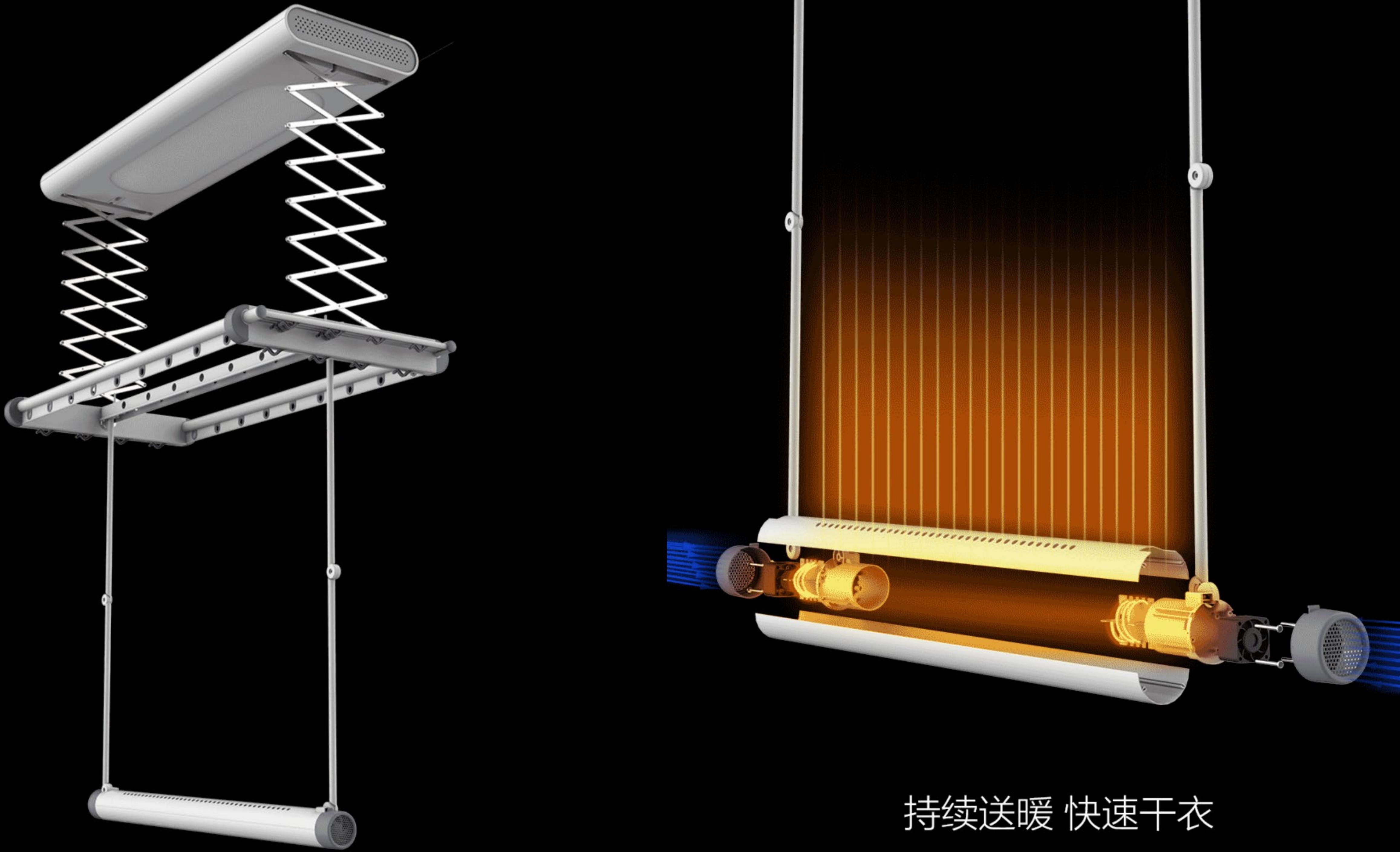
TOP1

全渠道年销售破7亿

获得国家专利10余项

荣获德国红点设计大奖





持续送暖 快速干衣

design × 赵记 × 浩嘉
设计

DeTi

天猫618销售指数类目第一

新品上市一个月，
天猫618销售指数类目第一
一年内、IF、红星、
GOODDESIGN设计大奖大满贯





Design × 竹品家居
元设计



竹 | 品 | 生 | 活

中国十佳原创设计师品牌

连续三年销售额增长超过100%
代表中国原创设计师品牌出海参展50余次
荣获全球50+奖项
获得国家专利80余项









名称:竹纤维·多格收纳盒
尺寸:180*148*100mm



名称:开盖·桌面收纳盒
尺寸:350*230*155mm



名称:偷闲·茶盘
尺寸:296*210*35mm



名称:榻榻米·茶几凳
尺寸:367*367*350mm



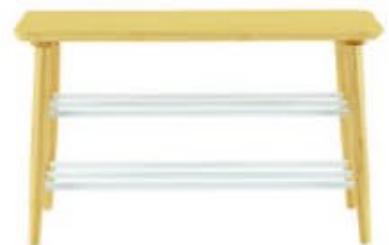
名称:小魔方·组合斗柜
尺寸:450*350*180 mm



名称:小魔方·组合斗柜(宽版)
尺寸:645*350*180 cm



名称:多功能大桌面电脑架
尺寸:560*260*225mm



名称:行路·换鞋凳
尺寸:730*280*430mm



名称:多功能置物挂架
尺寸:52*100*420mm



名称:小鲸鱼·收纳盒
尺寸:120*226*113mm



名称:食趣·竹纤维干果盘
尺寸:258*174*64mm



名称:鹊舞·收纳盒
尺寸:200*200*330mm



名称:白格·衣帽架
尺寸:930*420*65mm



名称:豆豆升降茶几
尺寸:895*500*175mm



名称:依·靠墙置物架
尺寸:630*200*970mm



名称:随意·自由组合柜
尺寸:D款640*360*500mm



名称:简笠·桌面置物架
尺寸:200*300*200mm



名称:印记茶托(小)
尺寸:360*150*18mm



名称:抚琴·茶盘
尺寸:423*172*25mm



名称:雅趣·伴茶
尺寸:110*75mm 杯高35*65mm



名称:悦时光·衣帽架升级版
尺寸:1540*420*140mm



名称:懒时光·衣帽架升级版
尺寸:680*350*1485mm



名称:小鸟·衣帽架
尺寸:500*500*1825mm



名称:T·边几
尺寸:340*600*675mm



名称:流芳·置物架
尺寸:290*800*640mm



名称:怡然·双层果盘
尺寸:小盘:210mm 大盘:260mm 高260mm



名称:满格·多功能收纳盒
尺寸:240*220*130mm



名称:行者·茶具
尺寸:95*95*120mm



名称:树枝·沙发(单人)
尺寸:630*700*750mm



名称:树枝·沙发(双人)
尺寸:760*820*1290mm



名称:摄入沙发
尺寸:860*860*1300mm



名称:纳·抽屉边柜
尺寸:910*580*385mm



名称:流芳·储物边几
尺寸:400*350*767mm



名称:禅凳
尺寸:425*460*350mm



名称:恒星茶几
尺寸:1000*500*405mm / 500*500*520mm



名称:多功能沙发伴侣
尺寸:400*350*610mm



名称:三维·四脚桌
尺寸:1290*770*770 mm



名称:芭乐·组合茶几
尺寸:677*677*485mm



名称:美美·梳妆桌
尺寸:480*700*893mm



名称:冥思·禅桌
包装尺寸:660*580*110mm



名称:储蓄软包凳
包装尺寸:410*310mm



名称:飘窗茶几
尺寸:510*510*310mm

Respect original design
Protecting Intellectual Property rights

Achieving Sustainable Development



THANK YOU FOR WATCHING