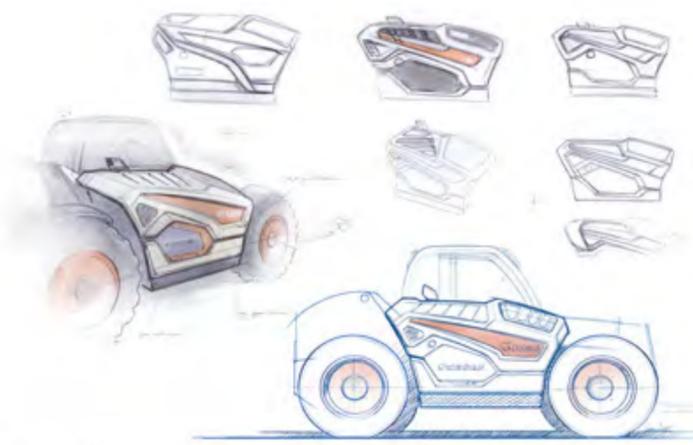


A futuristic robot with a large, segmented body and a long, articulated arm is positioned in a desert landscape. The robot has a prominent antenna on its head and a large, rectangular component on its back. The background features a clear blue sky with a small drone flying in the upper right corner. The entire scene is overlaid with a semi-transparent blue filter. The text "WANT TO TRANSFORM? WE GET THE WORK DONE!" is written in large, bold, white capital letters across the center of the image.

**WANT TO  
TRANSFORM?  
WE GET  
THE WORK  
DONE!**



DESIGN  
AWARD  
2021



### The CWL L85, BHL 930 R-series and many more

Bobcat's ONE TOUGH ANIMAL approach set the goal for the design language and portfolio strategy for these all-new, bold and tough machines we designed.

**BOOTH: FN.817**





## HANSA

### The APZ 1003 XL – next generation

With a strong focus on the business objectives and our user-centric approach, we created for HANSA the brand's future face with the renewal of this bold and strong working animal.

cab developed in cooperation with  
**LOCHMANN KABINEN**  
**HALL: A6 | 226**



**TEREX** | **FUCHS**

### The Fox Cab – material handler cabin

Specifically and exclusively oriented for use on a material handler, we gave the cabin a clear direction, creating not only an icon, but above all increasing work efficiency.

**BOOTH: FN.717**

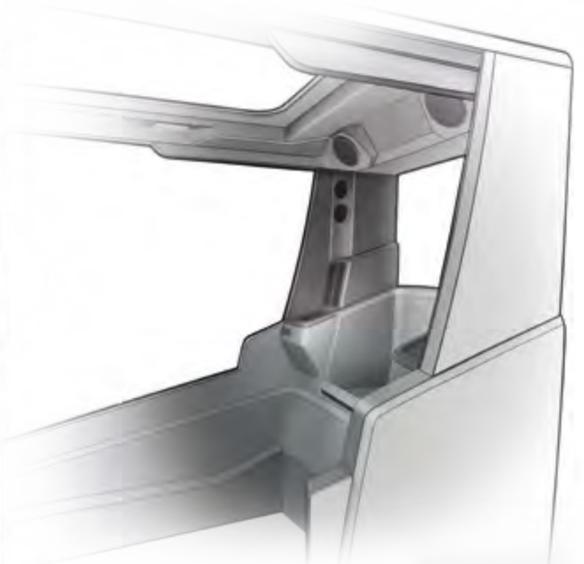


**SENNEBOGEN®**

**The 355e, 340G Multi Line, Multicab & Maxcab**

Taking care of SENNEBOGEN's strong tradition and brand awareness we co-created the new generations of cabs for increased comfort and well-being and designed the telescopic handlers with a clear and consistent design language.

**BOOTH: FM.712**



**Link-Belt**



**The 175 AT & 120 HT – driver cab**

The goal was a design expressly made to compete in the global market. By co-developing the driver's cab we could support in that, creating an outstanding appearance that is clearly derived from the striking US model.

**BOOTH: FS.903 | 3**



## The CMC16 – next generation cab, Maxcab and many more

With an emphasis on the operator needs and by creating a pleasant work environment with lots of comfort features, we shaped that new LIEBHERR cab and gave it a modern look in-line with the predecessor.

HALL: A6 | 327



## The STH 1440 & STH 1840

By shaping the entire machines and co-developing the operators feel-good workplace, we support SANY breaking out into Europe. Bolstering the brand for awareness and recognition is key when approaching new markets.

BOOTH: FN.620 | 9

## bauma 2022 – more than 10 x design by Lumod

We invite you to take a look and explore our design work presented at bauma 2022. Many great stories, partnerships and insights are behind these stunning products that we are grateful to have been part of developing.

More than ever the whole branch is facing challenges and constant change is necessary to prevail. Design is a key factor for success in transformation.

Our premise is to get the job done! From the initial field research, through workshops to determine needs, define goals and plan steps for an efficient process. We design and iterate with the entire team to the point when the best solution is agreed on and then bring your product into shape with production-ready automotive-standard Class-A surfacing.

Being enthusiastic about creating solutions we take the role of problem ownership, always searching for the challenge behind the problem to help your business thrive – with passion, purpose and pragmatism.

*Doing Design for Life*

If you want to:

- › transform your brand or product
- › improve further your user's experience
- › embark on new markets
- › enhance sustainability
- › update or facelift your product
- › develop new target groups
- › learn how design works
- › boost your business

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