

A Popular Prototype Becomes a Product

□_HEINER VON DER LADEN

📷_NIELS SCHUBERT

If greater efficiency is your goal, you need look no further than your briefcase. Starting now, this especially clever item can be purchased—thanks to the great interest expressed by our readers. When we introduced the “Lean Briefcase” in Consulting Magazine No. 9, this product was still a prototype, specially designed by consultants at Porsche Consulting for the magazine article. It was intended as a way of looking at the topic of lean management from a completely different perspective. As soon as the issue appeared the first telephone orders started coming in. Clearly, where there’s demand, there should be a quick response. And thus what was once a prototype is now going into production: The “Lean Briefcase” has become the Model P’2150 Roadster 2.2 Lean BriefBag.

This bag is available around the world at selected specialty stores and above all at Porsche Design stores. This luxury brand was established by Ferdinand Alexander Porsche in 1972, and it is also a

member of the Porsche Group. Dr. Jürgen Gessler, CEO of the Porsche Design Group, says in praise, “The P’2150 Roadster Lean BriefBag is the perfect companion for our business clientele.” The Lean BriefBag is a winning combination of intelligent design solutions: Dispensing with superfluous or purposeless pockets in favor of uncompromising functionality presents the owner with the ideal companion, whether en route to the office or on business trips.

A precise use case analysis of conventional business luggage was carried out before creating the prototype. Some typical disadvantages that were identified included the following: overfilling with nonessential paraphernalia, oversized inner pockets, and too many small compartments. So this bag has logical partitions for the contents actually needed, and it is always handy and ready for action. Thus, for instance, the P’2150 Roadster Lean BriefBag includes a second, detachable bag for use at meetings, designed to accommodate a laptop and documents—making it ideal for briefings.



Everything in its place: Thanks to its intelligent partitions, the contents of the P’2150 Roadster 2.2 Lean BriefBag (Porsche Design, €450; www.porsche-design.com) are always handy. Color strips indicate whether items are missing. A second, somewhat smaller bag for meetings accommodates a laptop and documents. There is a pocket for the mouse and cable. And the outer pocket stores holds a passport and ticket

