# Modularisation of Food Processor

Group Food Processor 2

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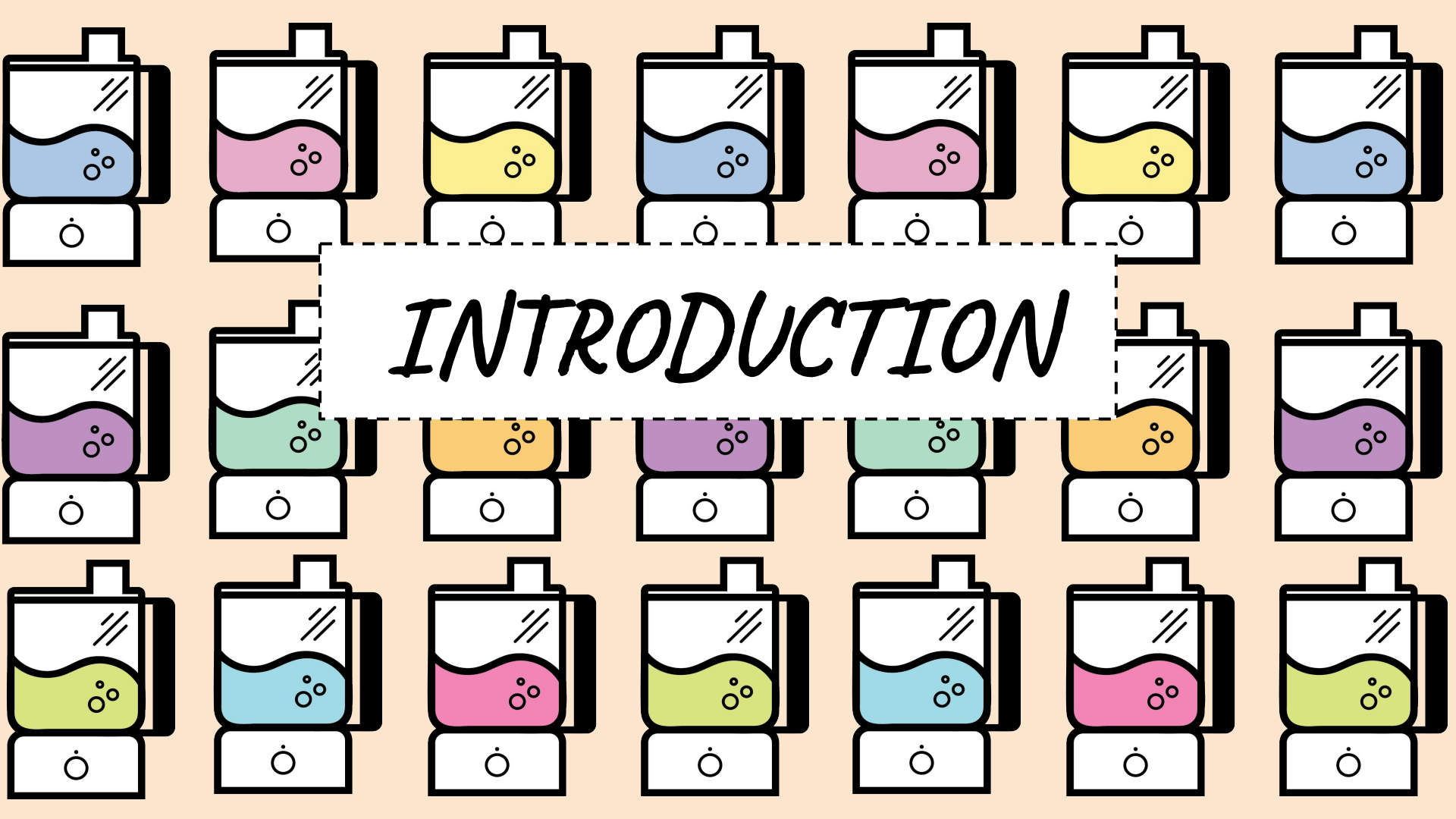
Industrial Elements

# Agenda

1. *Introduction*
2. *Customer Segments & their Values*
3. *Customer Values to Product Properties*
4. *Function Analysis & Technical Solutions*
5. *Modular Concept Fitting Company Strategy*
6. *Modules*
7. *Modular Production & Supply Chain*


INTRODUCTION


Industrial
Elements


OBH
NORDICA

OBH NORDICA wants...

# Improved Sustainability

## through a Circular Product Service System

## while maintaining Operational Excellence

# Modularization Scheme

**The Brief:**

*“Create a modular platform covering both the existing food processors but also including new kitchen appliances. We need help to market ourselves towards professional users”*

**What to include in their product assortment?**

*“Food processors, but also new kitchen appliances”*

- ***Blenders***
- ***Smoothie makers***

**Marketing towards both private and professional users?**

*Easy! Private and Professionals require these products in their kitchens*

# Existing Variants
## and Features

| VARIANTS | FEATURES | PRICE |
|---|---|---|
| Smoothie Maker | Ideal for smoothies. Smaller containers. Ability to carry. | 200 - 1000 SEK |
| Blender | Ideal for liquids. Available in different container sizes. | 300 - 5000 SEK |
| Food Processor | Ideal for labour-intensive tasks. Available in different container sizes. | 300 - 5000 SEK |


# Market Focus

1. *Lower price*
2. *High performance*
3. *Aesthetics*

# Trends, Development and Future Technology

- *Mature product*
- *Sustainability*
- *All in one*

# Customer Segments
## & their Values

**CVR**

*The food processor can be used in a lot of different ways and also in different sectors.*

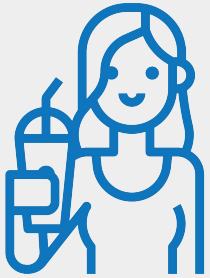
*From the ordinary home to professional kitchens, different environments also imply different uses.*

# Customer Segments

Commercial

Intensive

Occasional



Domestic

## Intensive commercial

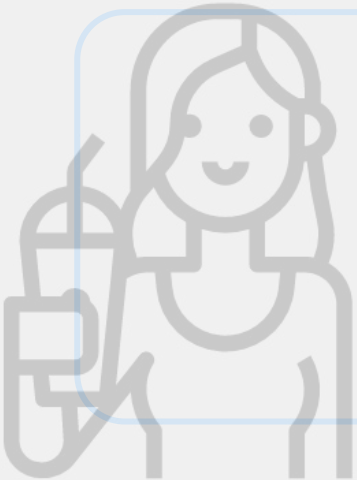
- Works in a restaurant
- Need to process a large amount of food everyday

## Occasional commercial

- Own a bar
- Some of the drinks need a blender

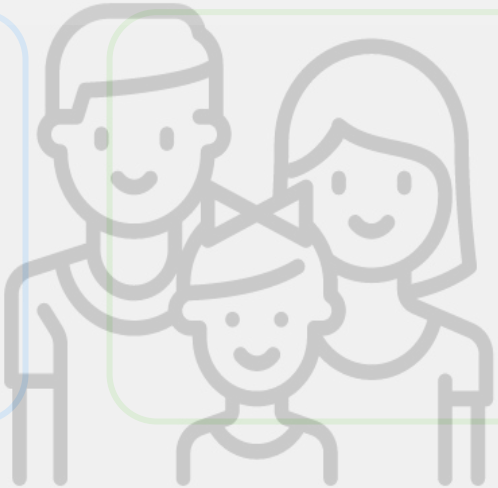
## Intensive domestic

- Health freak
- Has smoothies For breakfast



## Occasional domestic

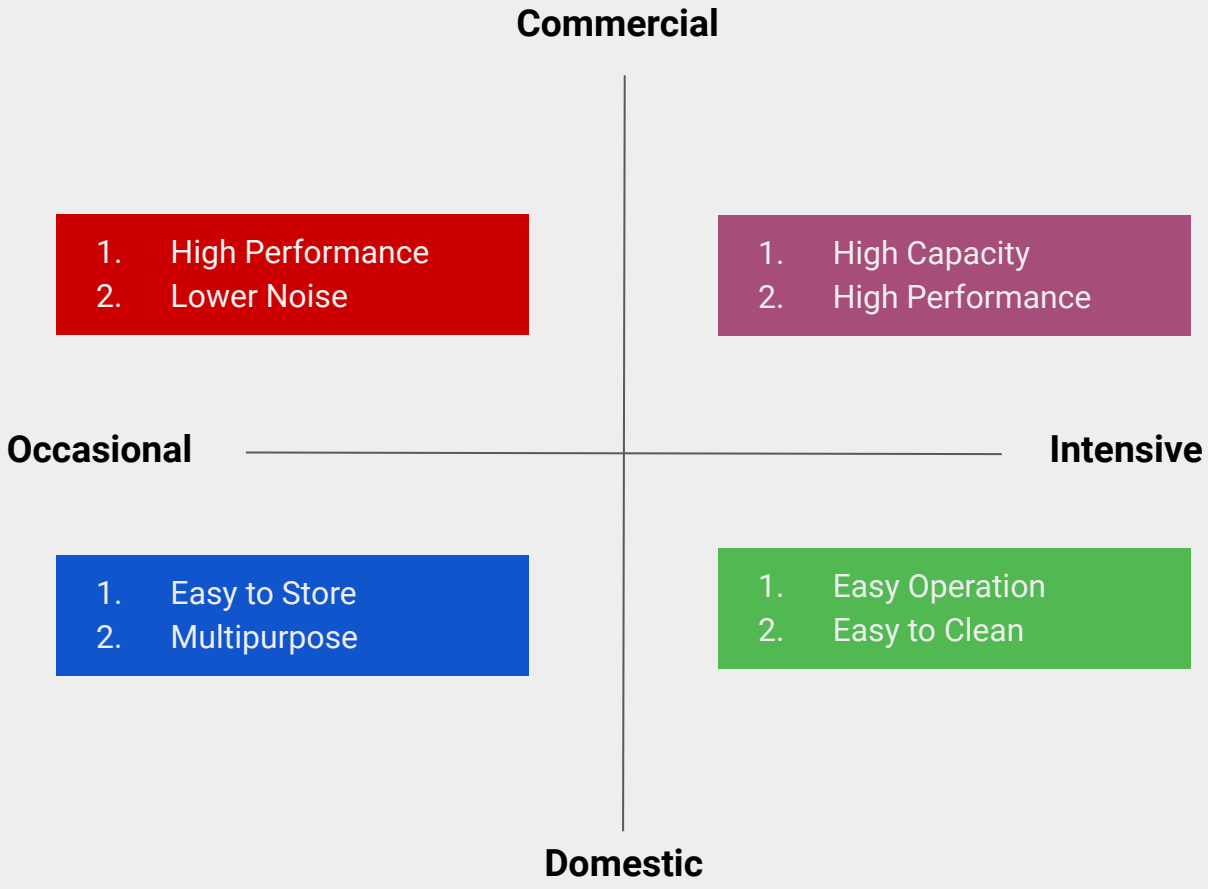
- Only uses for parties
- Needs it for different reasons
- In storage mostly



## Customer Segment

# Values

- *High Capacity*
- ***Easy Operation***
- *Good Stability*
- ***High Performance***
- *Easy to Store*
- ***Easy to Clean***
- *Multipurpose*
- *Longer Lifetime*
- *Easy Maintenance*
- *Lower Noise*
- *Attractive Design*

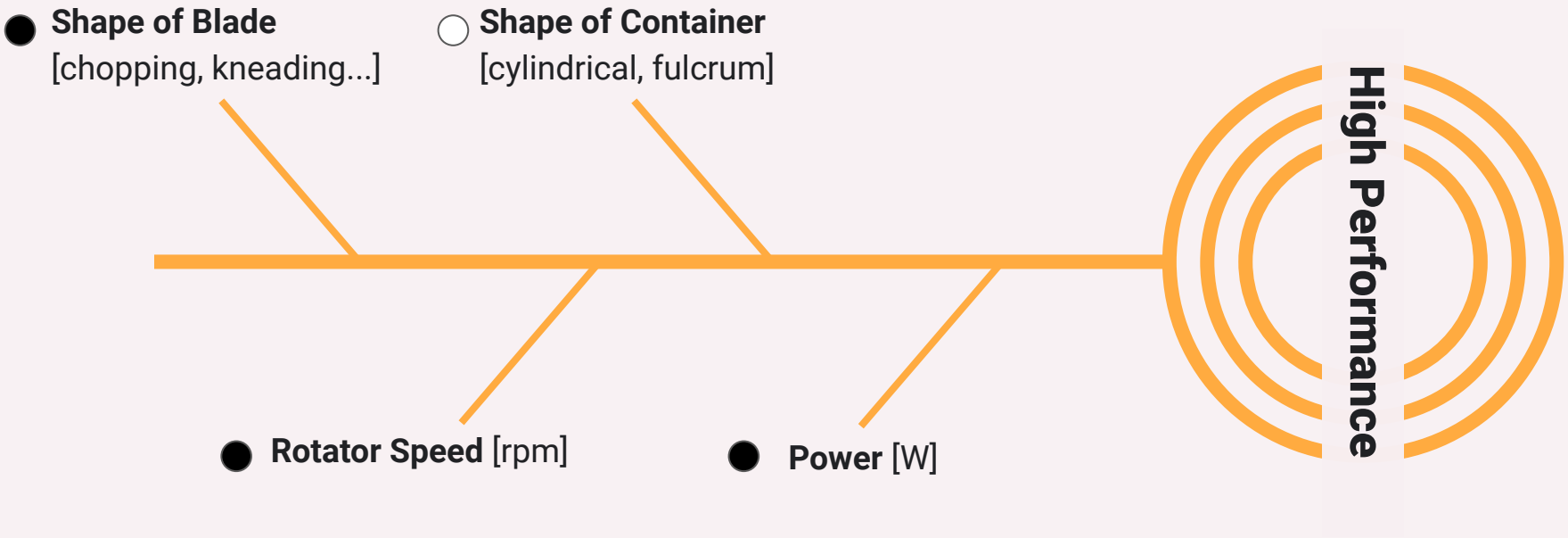


# From Customer Values to Product Properties

## QFD

***The product properties should be identified by using customer values, goal values and the fishbone diagram.***

# Fishbone Diagram



# Customer Values to Product Properties

| Product Properties | Goal Values | Classification |
|---|---|---|
| Noise | 60 dB | Development |
| Number of Steps | 7 | Base |
| Material Container | Plastic, Glass | Variance |
| Shape of Container | Cylindrical, Frustum | Variance |
| Size Container | 3.5, 2, 1.5, 1, 0.5 L | Variance |
| Shape of Blade | Blender blade, S shape (chop & knead), circular (whip) | Variance |
| Material Base | Plastic, Stainless Steel | Variance |
| Size of Base | 36*20*20, 30*10*10 mm | Variance |
| N. of Functions | 1, 2, 3, 4 | Development |
| Dishwasher safe | Yes/ No | Option |
| Colour Options | White, Stainless Steel | Variance |
| Rotator Speed | 10000, 20000, 40000 rpm | Variance |
| Power | 750, 1500, 2000 W | Variance |
| Replaceable parts | Yes/ No | Option |

# Customer Values to Product Properties

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# QFD

| Product Properties | Number of steps | Material Container | Shape of Blade | Material Base | Replaceable parts | Size container | Shape of Container | No. of functions | Dishwasher safe | Colour options | Size of Base | Rotator Speed | Power | Noise | Sum |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Code | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | |
| Customer Values | | | | | | | | | | | | | | | |
| High Capacity | 3 | | | | | ● | | | | | | | ○ | | 10 |
| High Performance | 4 | | ● | | | | ○ | | | | | ● | ● | | 28 |
| Good Stability | 1 | | | | | | | | | | ● | | | | 9 |
| Easy to Clean | 5 | ◒ | ○ | | | ◒ | ● | | ● | | | | | | 25 |
| Multipurpose | 2 | | ● | | | | | ● | | | | ○ | ○ | | 20 |
| Easy to store | 2 | | | | | | ○ | | | | ● | | | | 10 |
| Longer Lifetime | 3 | ○ | | ◒ | | | | | | | | | | | 4 |
| Easy Maintenance | 2 | | | | ● | | | | | | | | | | 9 |
| Lower noise | 3 | | | | | | | | | | | ◒ | | ● | 12 |
| Easy Operation | 5 | ● | | | | | | | | | | | | | 9 |
| Attractive Design | 2 | ○ | | ◒ | | ○ | ◒ | | | ● | ○ | | | | 18 |
| Weighted Sum | | 45 | 20 | 59 | 15 | 18 | 44 | 57 | 18 | 45 | 18 | 29 | 47 | 41 | 27 |

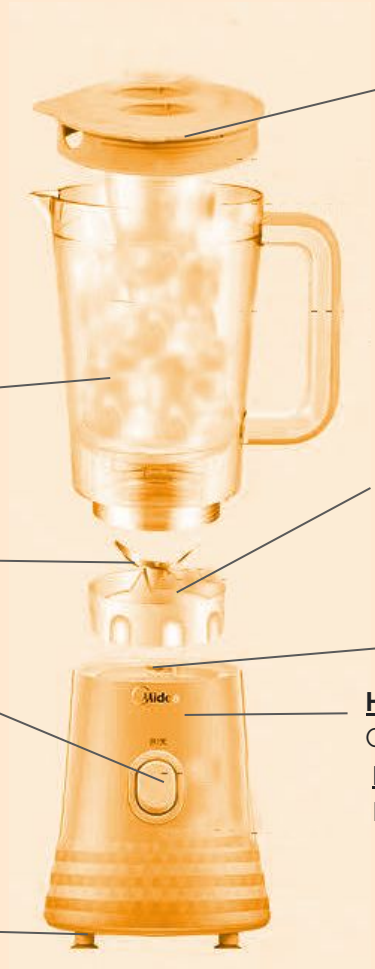
# Function Analysis & Technical Solutions

DPM

# Function Analysis & Technical Solutions

## Bottom-up Approach

***Starting with primary technical solutions and deriving the functions***



**Container cover:**
Avoid food splashing

**Container:**
Hold the food

**Blade:**
Processing food

**Knob:**
Control on/off,
pulse/ice-crush, change rpm

**Base structure:**
Contains controls, motors and driver. Provide stability

**Mount:**
Provide connection between container and base

**Lock rotation:**
Fix container to base

**Housing:**
Cover the electronics

**Electrical chord:**
Provide input voltage

**Motor:**
Power the machine

# Alternative Technical Solutions & Pugh Analysis

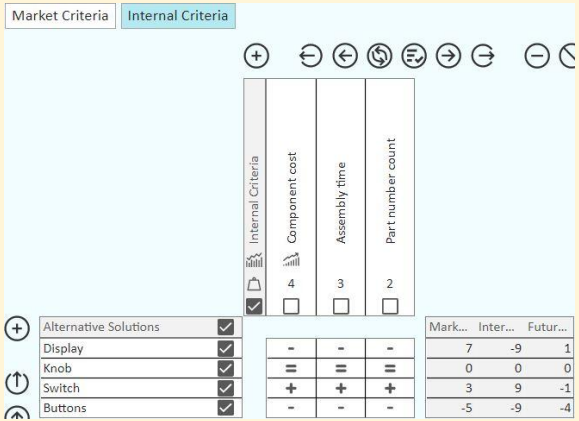
**Knob:**
Control on/off, pulse/ice-crush, change rpm

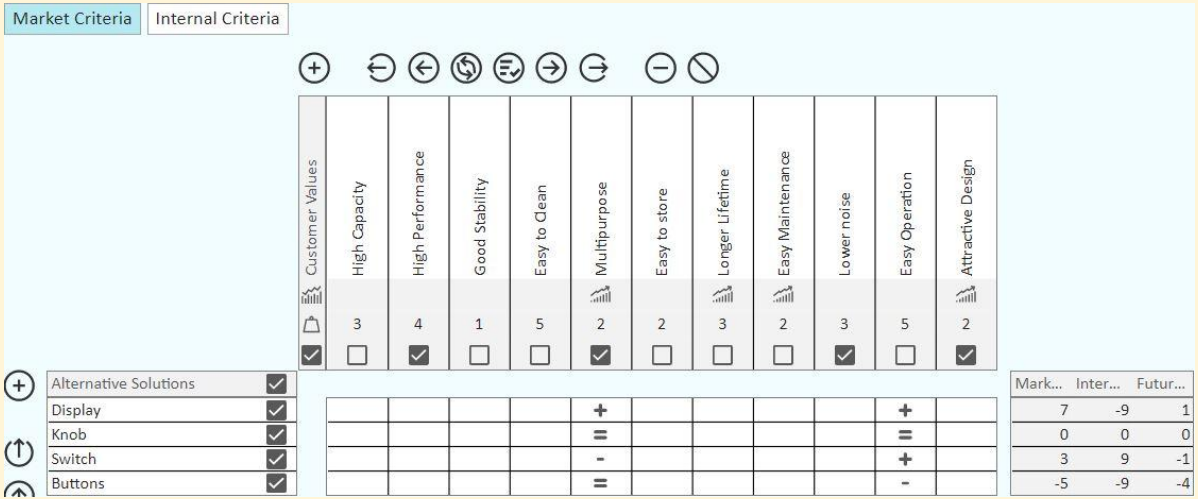
Knob

Display

Buttons

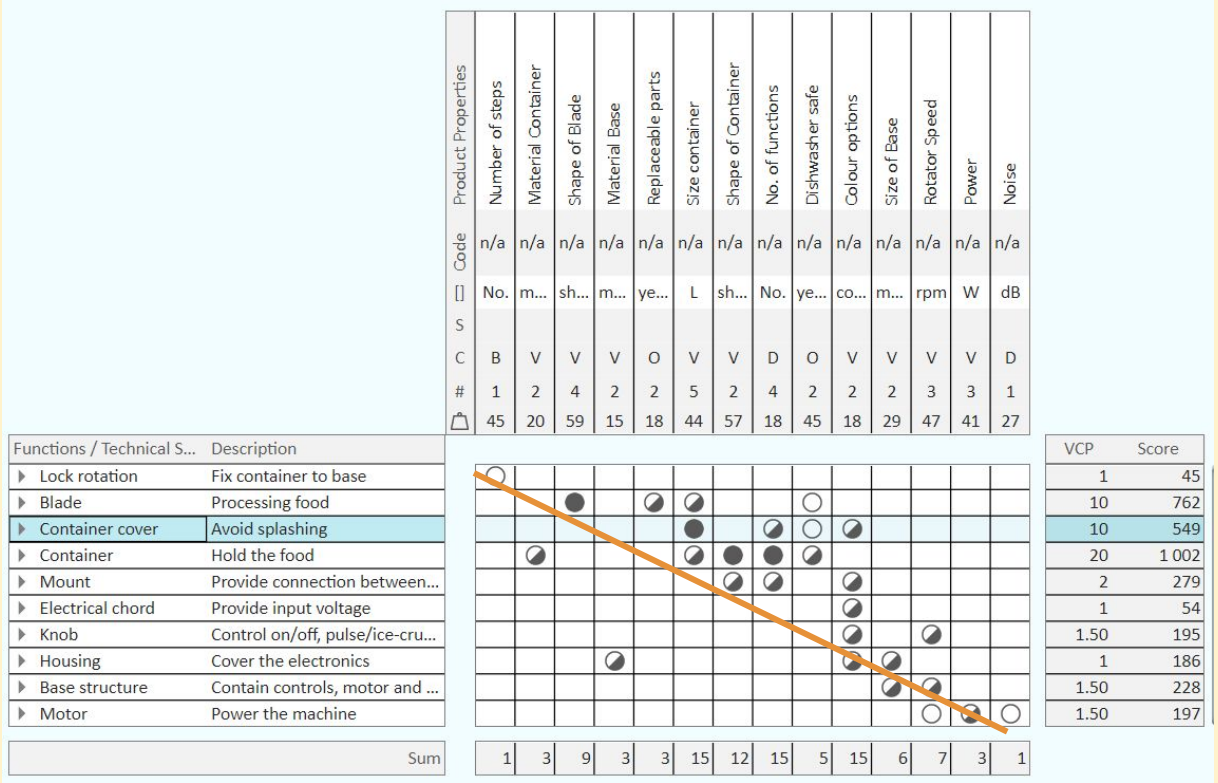
Switch



# DPM

***The DPM provided a clear diagonal which gave a first idea how the solutions could be gathered into modules.***



| Product Properties | Number of steps | Material Container | Shape of Blade | Material Base | Replaceable parts | Size container | Shape of Container | No. of functions | Dishwasher safe | Colour options | Size of Base | Rotator Speed | Power | Noise |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Code | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| [] | No. | m... | sh... | m... | ye... | L | sh... | No. | ye... | co... | m... | rpm | W | dB |
| S | | | | | | | | | | | | | | |
| C | B | V | V | V | O | V | V | D | O | V | V | V | V | D |
| # | 1 | 2 | 4 | 2 | 2 | 5 | 2 | 4 | 2 | 2 | 2 | 3 | 3 | 1 |
| | 45 | 20 | 59 | 15 | 18 | 44 | 57 | 18 | 45 | 18 | 29 | 47 | 41 | 27 |

| Functions / Technical S... | Description | VCP | Score |
|---|---|---|---|
| Lock rotation | Fix container to base | 1 | 45 |
| Blade | Processing food | 10 | 762 |
| Container cover | Avoid splashing | 10 | 549 |
| Container | Hold the food | 20 | 1 002 |
| Mount | Provide connection between... | 2 | 279 |
| Electrical chord | Provide input voltage | 1 | 54 |
| Knob | Control on/off, pulse/ice-cru... | 1.50 | 195 |
| Housing | Cover the electronics | 1 | 186 |
| Base structure | Contain controls, motor and ... | 1.50 | 228 |
| Motor | Power the machine | 1.50 | 197 |
| Sum | | | |

| 1 | 3 | 9 | 3 | 3 | 15 | 12 | 15 | 5 | 15 | 6 | 7 | 3 | 1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|

# DPM
# Candidate Modules

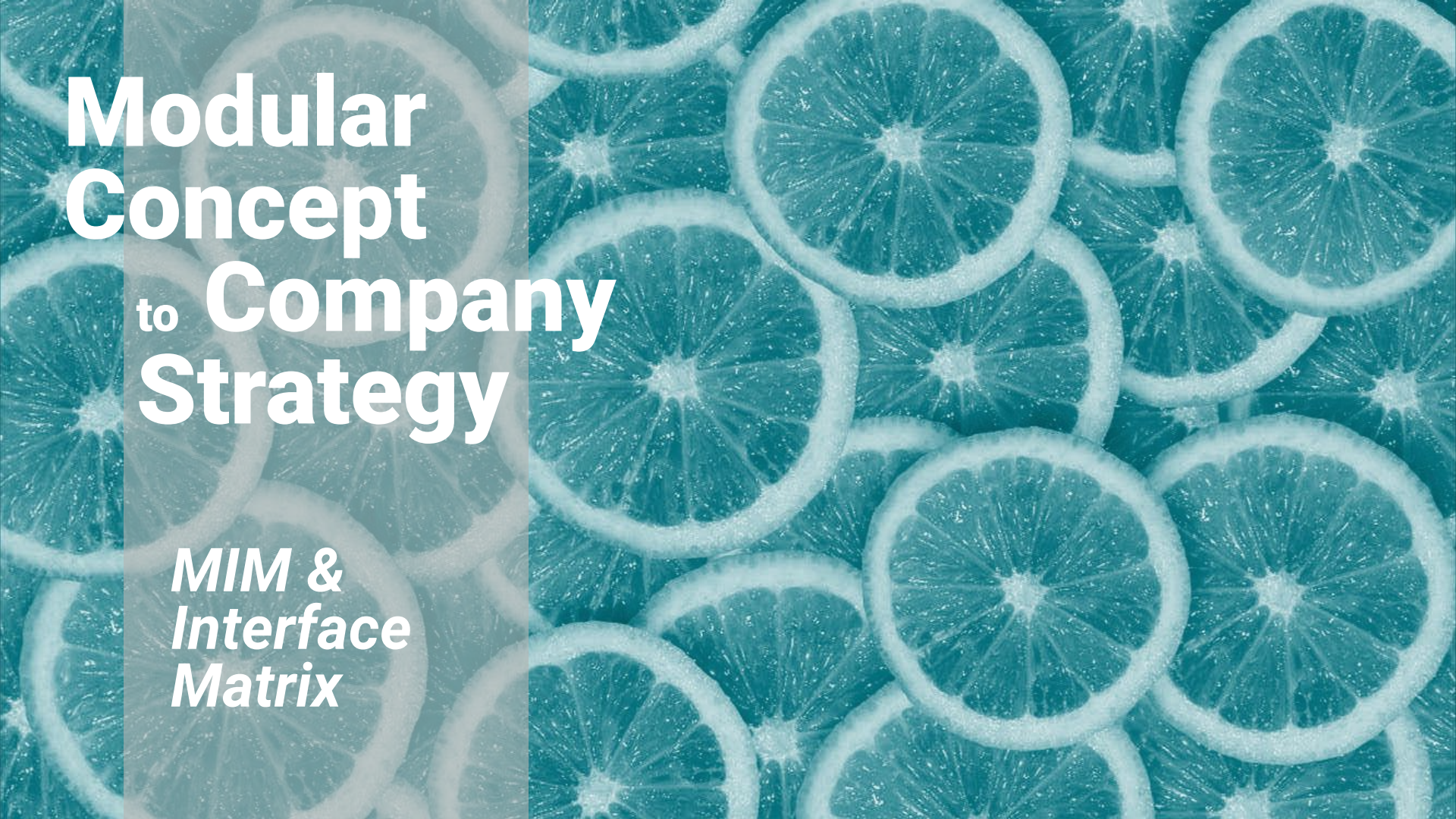
***We had to adjust the list a bit since the electrical cord is, for example, obviously connected to the base structure.***

***With some adjustments we ended up with the table in this order.***

| Functions / Technical S... | Description |
|---|---|
| Base structure | Contain controls, motor and ... |
| Electrical chord | Provide input voltage |
| Lock rotation | Fix container to base |
| Mount | Provide connection between... |
| Blade | Processing food |
| Container cover | Avoid splashing |
| Container | Hold the food |
| Housing | Cover the electronics |
| Knob | Control on/off, pulse/ice-cru... |
| Motor | Power the machine |

# Modular Concept to Company Strategy

*MIM & Interface Matrix*



# Modules

*MODULE BUILDER*

| Code | Modules / Functions | Description |
|---|---|---|
| M01 | Motor Module | |
| M02 | Container Module | |
| M03 | Blade Module | |
| M04 | Mount Module | |
| M05 | Housing Module | |
| M06 | Base Module | |

*PROPOSAL FROM DPM*

| Functions / Technical S... | Description |
|---|---|
| Base structure | Contain controls, motor and ... |
| Electrical chord | Provide input voltage |
| Lock rotation | Fix container to base |
| Mount | Provide connection between... |
| Blade | Processing food |
| Container cover | Avoid splashing |
| Container | Hold the food |
| Housing | Cover the electronics |
| Knob | Control on/off, pulse/ice-cru... |
| Motor | Power the machine |

*TECHNICAL SOLUTIONS*

| Code | Modules / Functions | Description |
|---|---|---|
| M01 | Motor Module | |
| | Motor | Power the machine |
| M02 | Container Module | |
| | Container | Hold the food |
| | Container cover | Avoid splashing |
| M03 | Blade Module | |
| | Blade | Processing food |
| M04 | Mount Module | |
| | Mount | Provide connection between... |
| | Lock rotation | Fix container to base |
| M05 | Housing Module | |
| | Knob | Control on/off, pulse/ice-cru... |
| | Housing | Cover the electronics |
| M06 | Base Module | |
| | Electrical chord | Provide input voltage |
| | Base structure | Contain controls, motor and ... |

# MIM- Module Indication Matrix

| Functions / Technica… | Description | Module Drivers | Carry Over | Technology Push | Planned Development | Technical Specification | Styling | Common Unit | Upgrading | Process & Organisat… | Recycling | Separate Testing | Strategic Supplier | Serviceability |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Base structure | Contain controls, motor a… | | ○ | | | | | ● | | ◒ | ● | | | ● |
| Electrical chord | Provide input voltage | | ● | | | | | ● | | | | ◒ | ● | ◒ |
| Lock rotation | Fix container to base | | ◒ | | | | | ● | | ○ | ◒ | | | |
| Mount | Provide connection betw… | | ● | | | ○ | | ● | | | | | | |
| Blade | Processing food | | | | | ○ | | ● | ● | | ◒ | ◒ | ● | |
| Motor | Power the machine | | | | | ○ | | ● | | | ○ | ● | ● | ● |
| Container cover | Avoid splashing | | | | | ◒ | ● | | | ◒ | | | | |
| Container | Hold the food | | | | ◒ | ● | ● | | ● | | ● | | | |
| Housing | Cover the electronics | | | | | | ● | | | ◒ | ● | | | |
| Knob | Control on/off, pulse/ice-c… | | | | ○ | | ● | | | ● | | | | ● |
| | Sum | | 22 | 0 | 4 | 15 | 36 | 54 | 18 | 19 | 34 | 15 | 27 | 30 |

# Strategy

Operational Excellence

Customer Intimacy

**Base Module**

Electrical chord
Base structure

**Mount Module**

Mount
Lock rotation

**Motor Module**

Motor

**Blade Module**

Blade

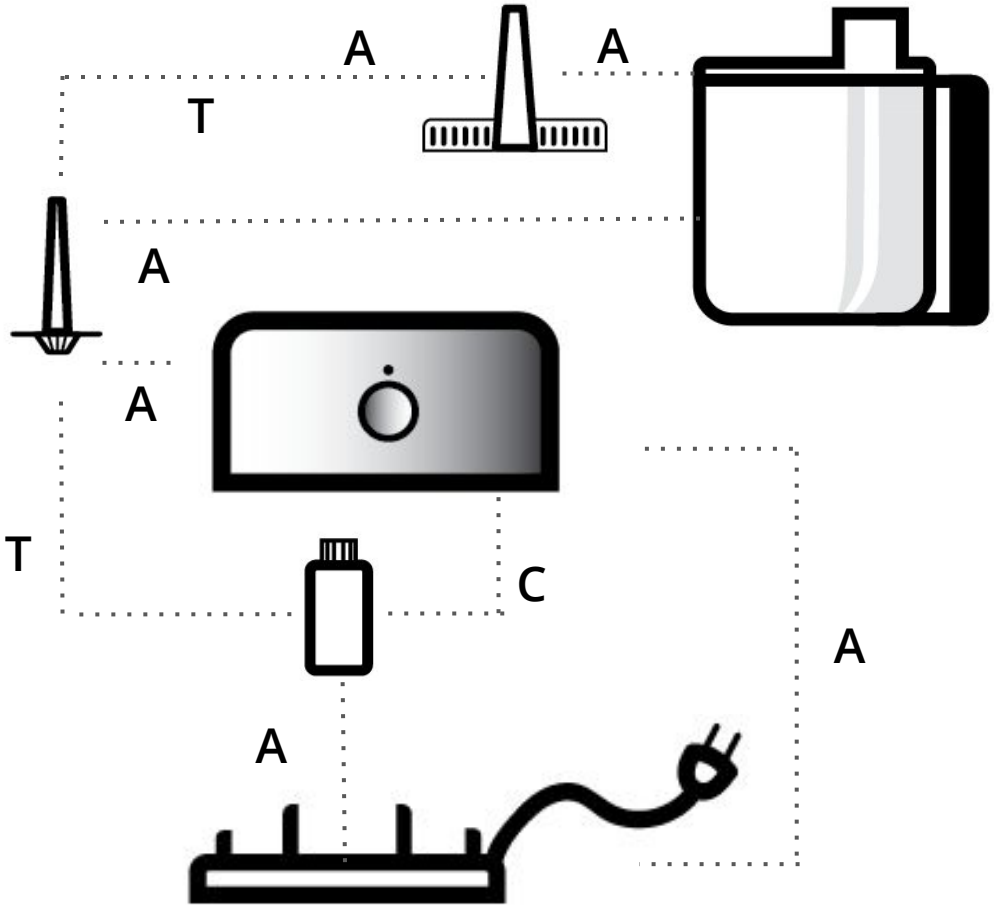
**Housing Module**

Housing
Knob

**Container Module**

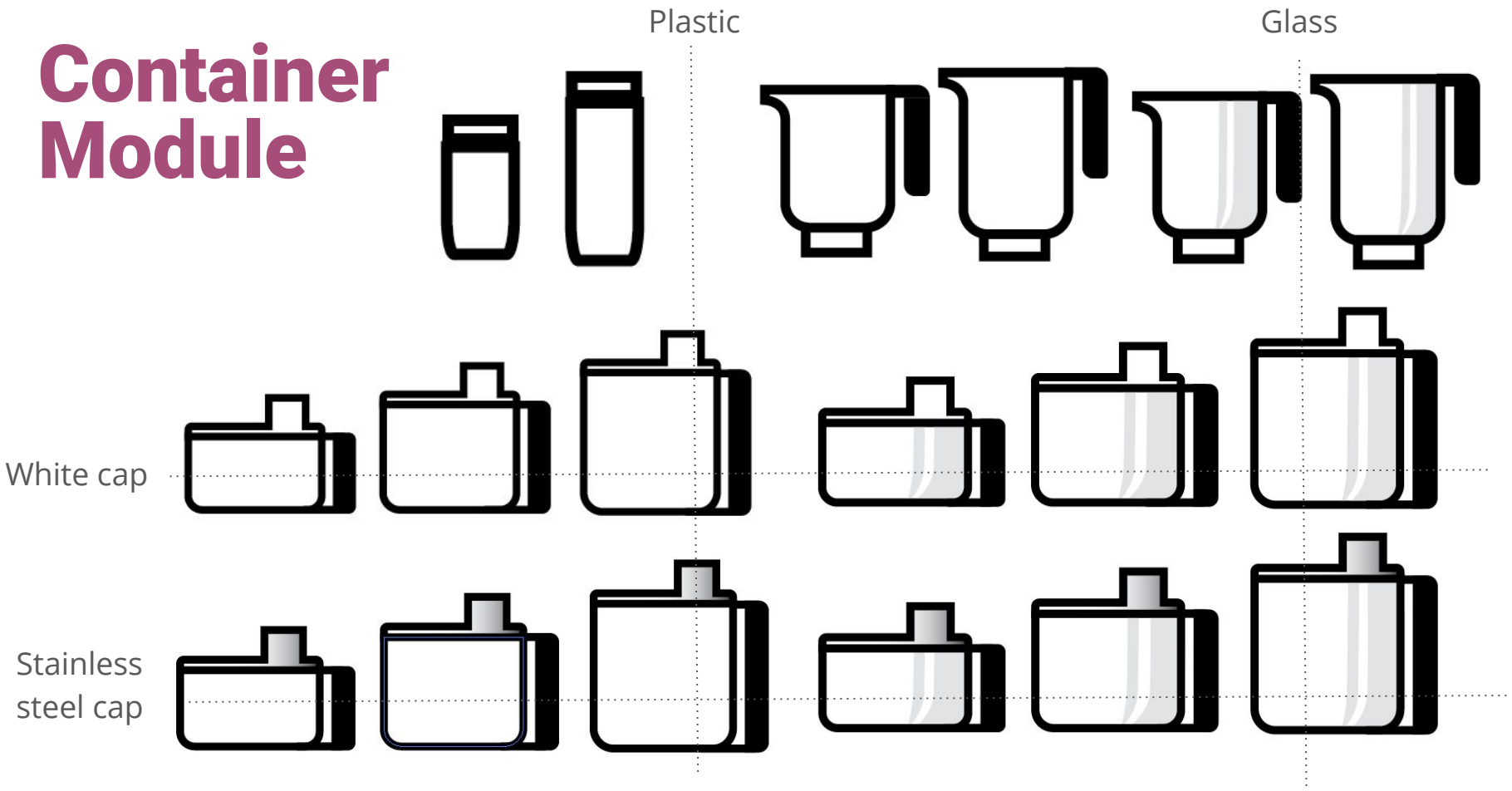
Container
Container cover

ARCHITECTURE

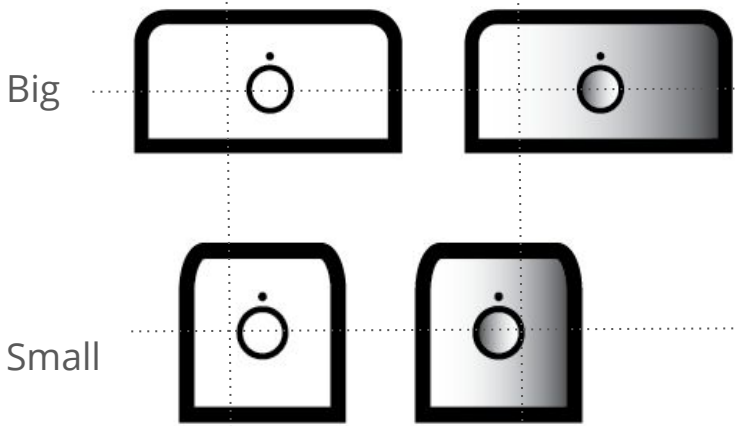


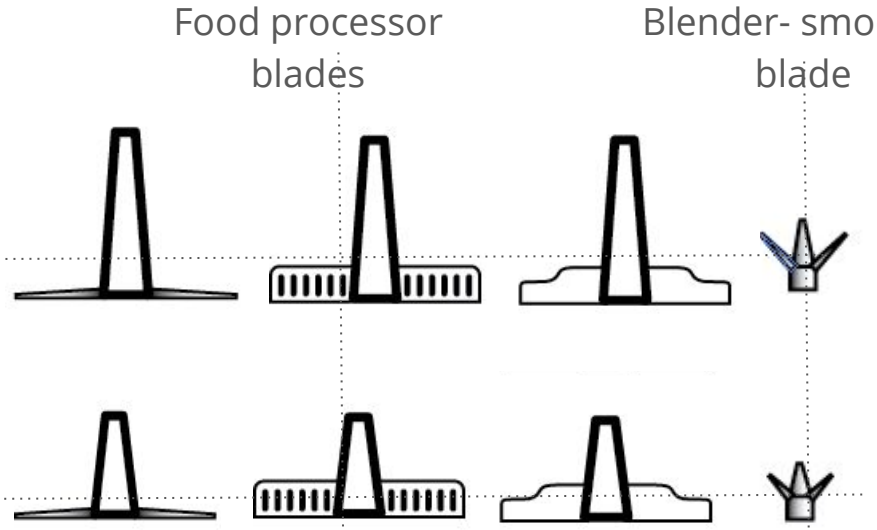
# Modules

# Container Module



# Housing Module




# Blade Module

## Base Module

Small

Big

## Motor Module

Commercial

Domestic

## Mount Module

Food processor mount

Blender mount

# Product Configurations

*31* *Configurations*

*279* *Variants*

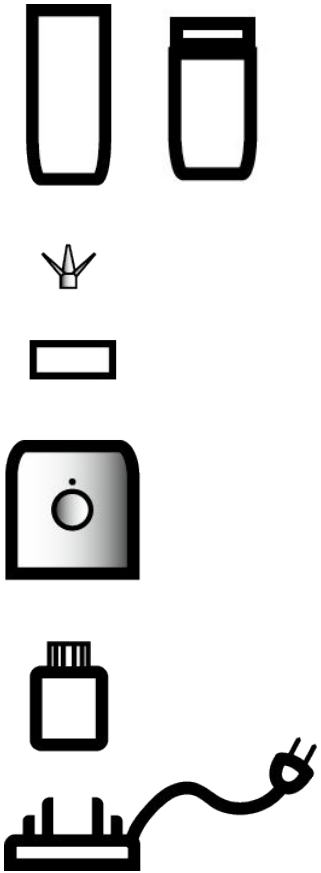
# How do they serve our Market Segments?

# Intensive Domestic



## Smoothie Maker Package

- Catering to one required function
- Few steps and components
- Stainless steel finish for easier cleaning
- Good looks for daily use

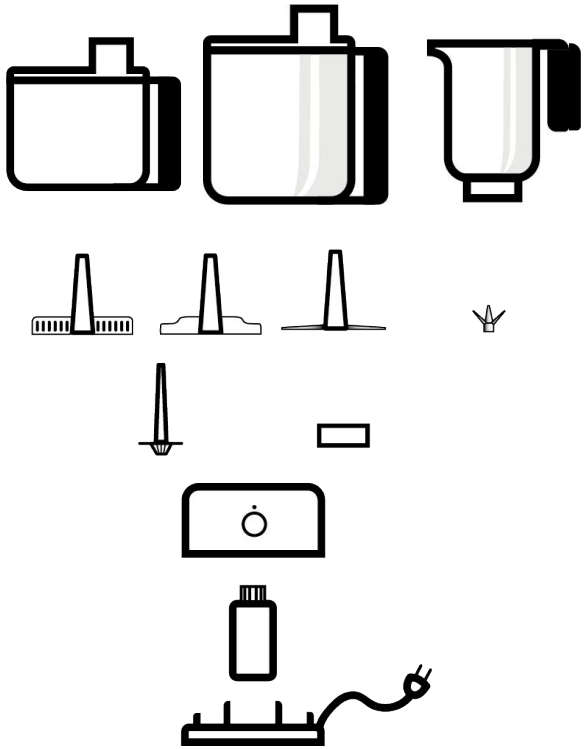


# Occasional Domestic

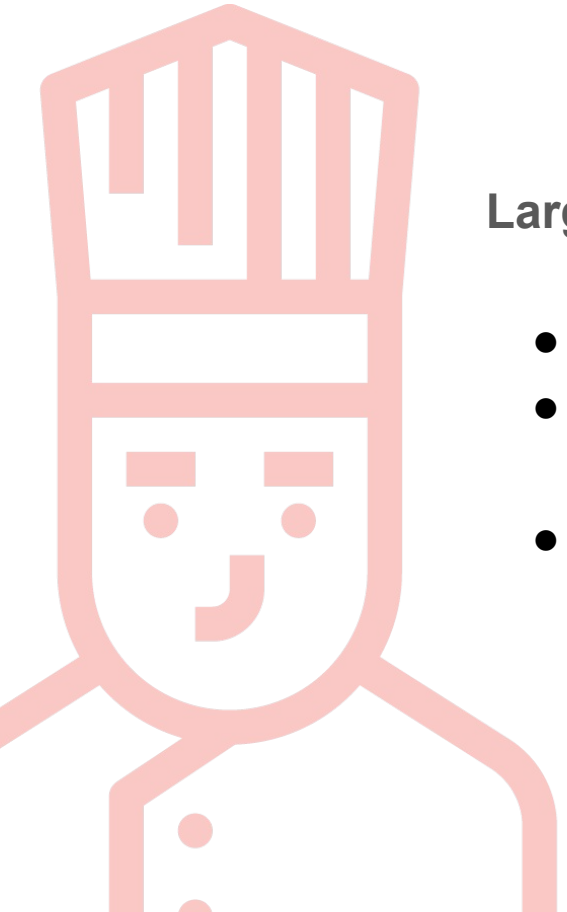


## Low cost Mixed Range

- Multipurpose catering for different occasions
- Different material of containers for different needs
- Low cost, regular housing because rarely used

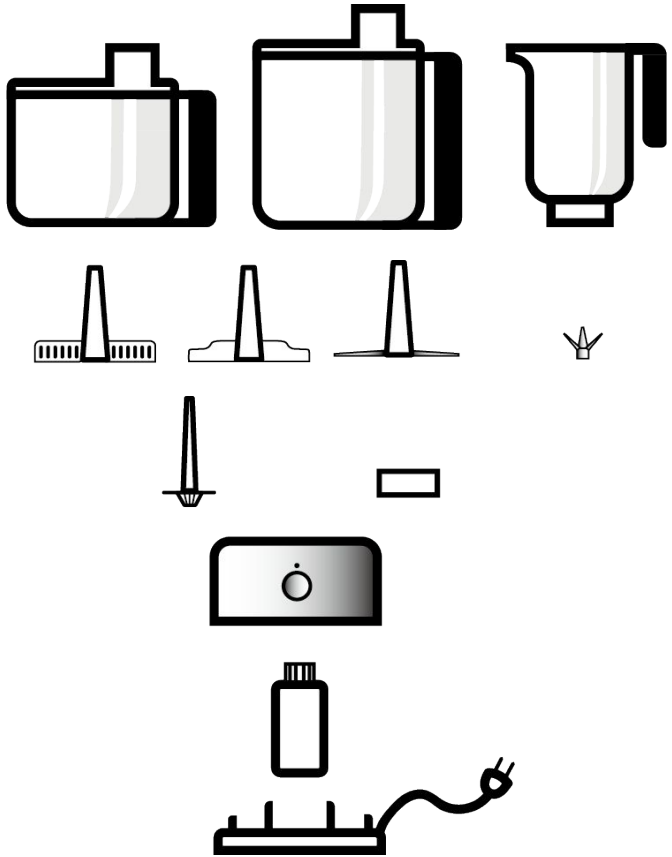


# Intensive Commercial



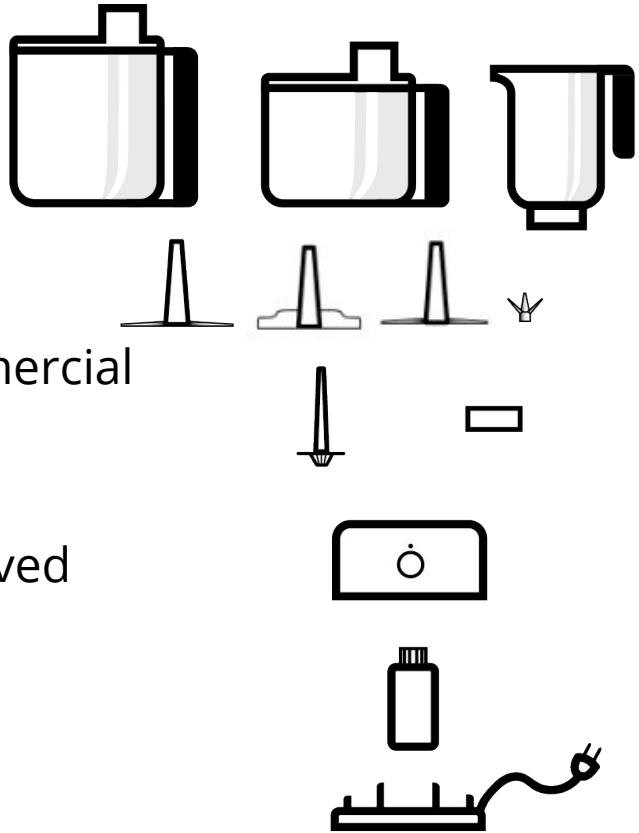
## Large Food-processor Blender

- High capacity containers
- Glass for durability and increased usage options
- Stainless steel finish for easier cleaning



# Occasional Commercial

**Medium cost Large Food processor- blender**



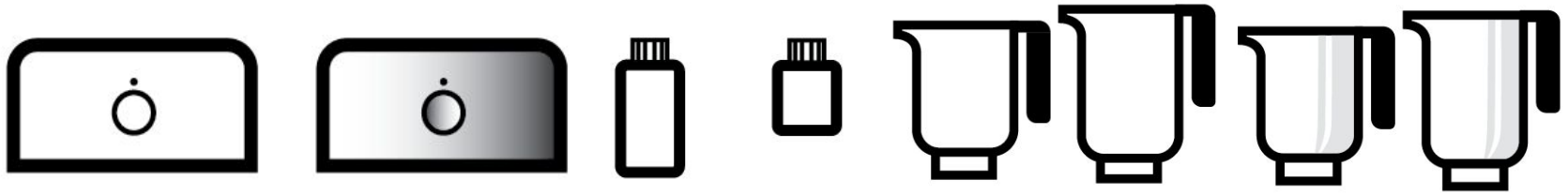
- High capacity for commercial use
- Regular housing for occasional cleaning, saved cost
- High end product for functional needs

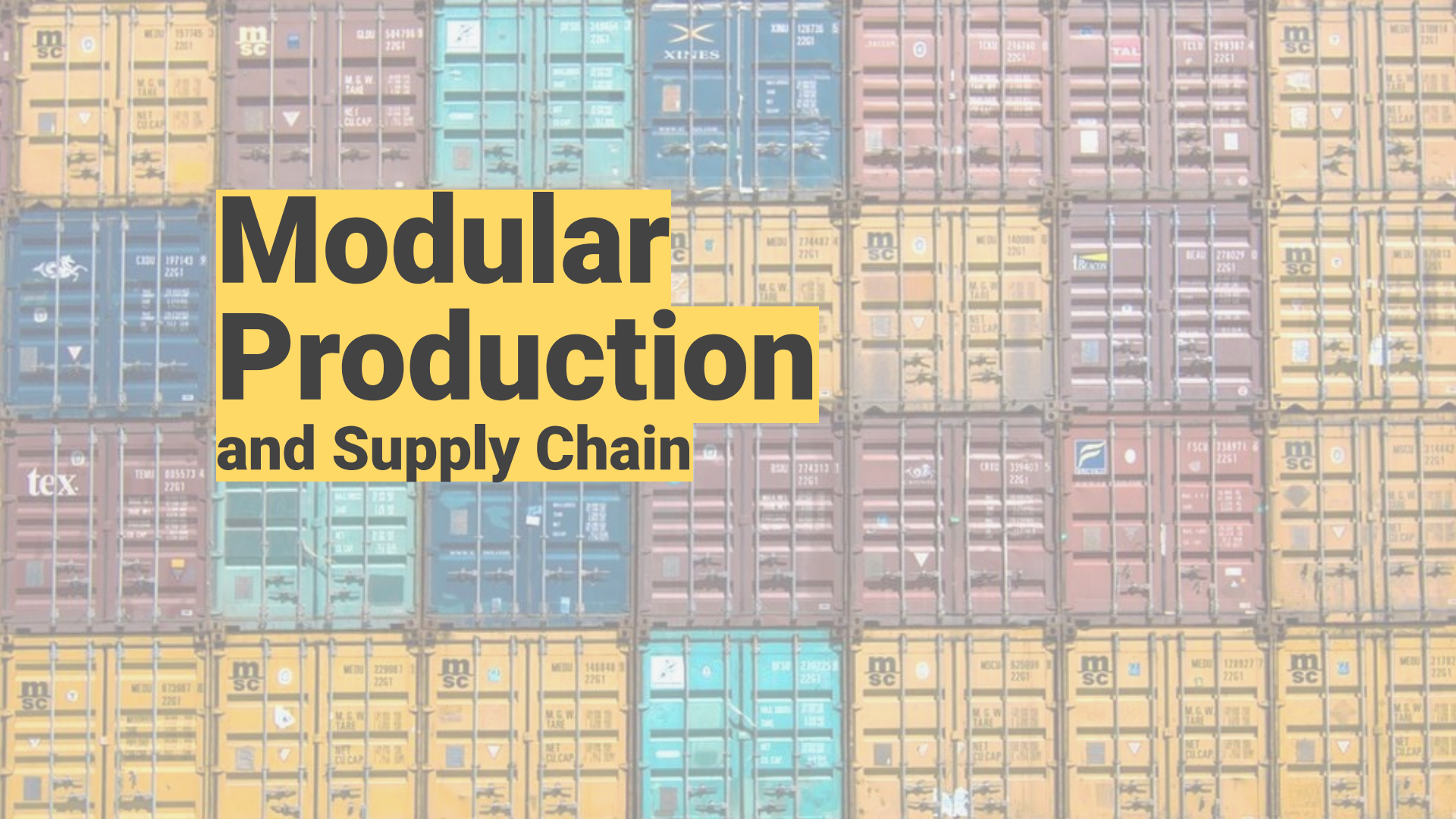
## Roadmap to Variation

# In Future

**Sustainability is a growing trend which will become an integral part of both company and customer value system. Lifetime, maintenance and material will therefore be considered as more important factors.**

*All different modules might be change in terms of materials and traditional motors might see a change too.*

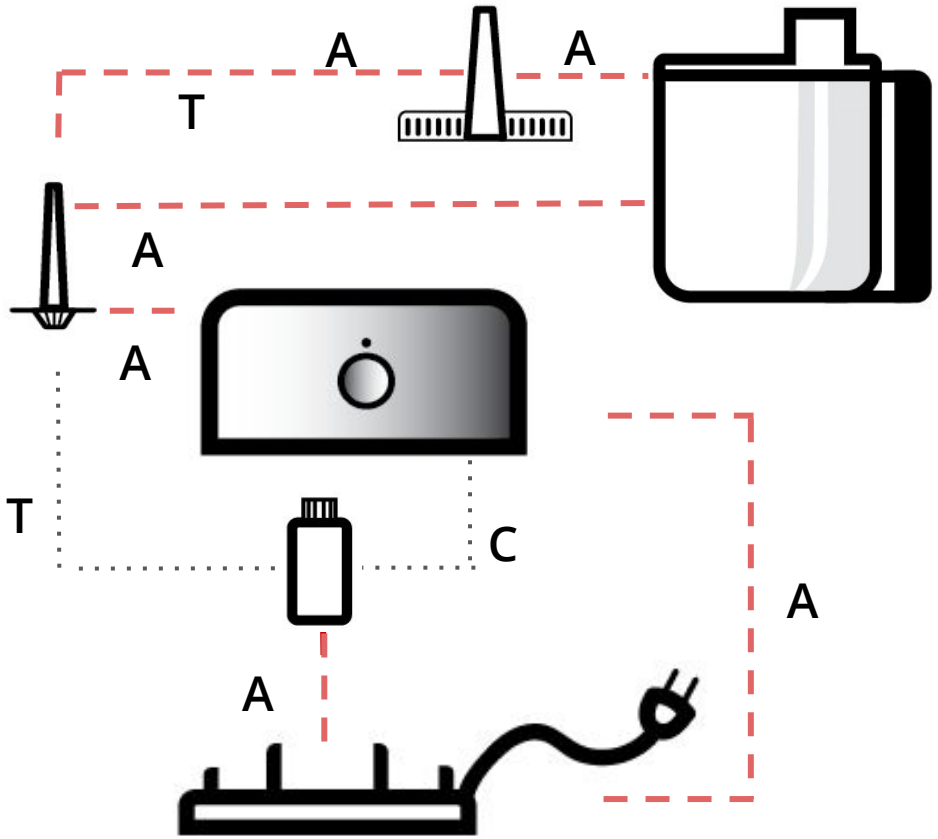



Modular
Production
and Supply Chain

# Assembly Evaluation

| | | | | | |
|---|---|---|---|---|---|
| | | | | | |
| | | | | | |
| | A | | | | |
| T | A | A, T | | | |
| C | | | A | | |
| A | | | | A | |

Hamburger Assembly



# Our Manifesto

***What kind of company do we want to be...?***

# We want to use modular design to optimize:

***Sustainability through a circular product service system!***

# How?

- *Repairability means longer product lifetime*
- *Fewer parts means less waste material*
- *Fewer parts means less shipping*

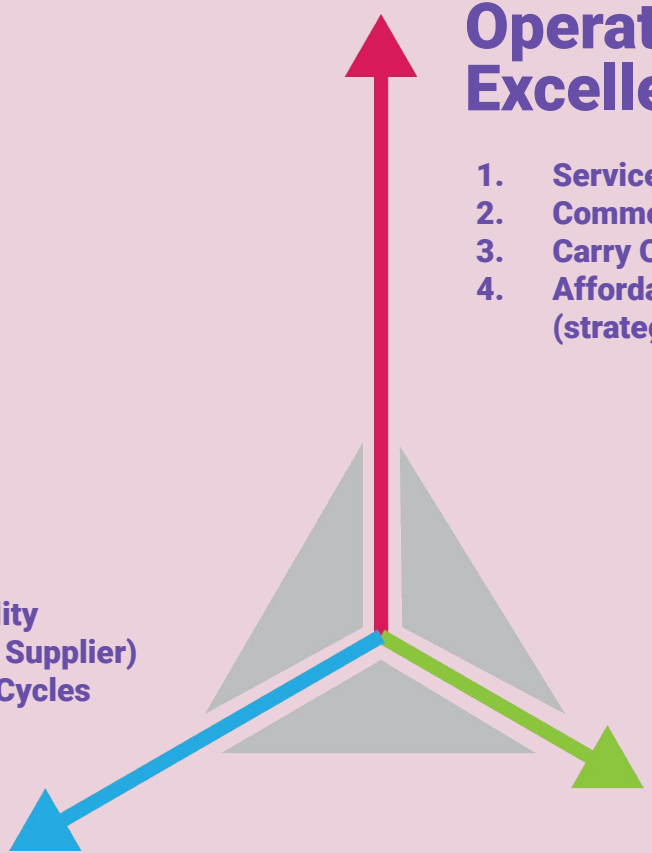
# Supply Chain Focus

- *Low number of variants*
- *Low change rate*
- *Economy of scale (mass production)*

# Leveraging Module Strategy

## Operational Excellence

1. Service/Maintenance
2. Common Unit
3. Carry Over
4. Affordability (strategic supplier)



## Product Leadership

1. Build Quality (Strategic Supplier)
2. Fast R&D Cycles

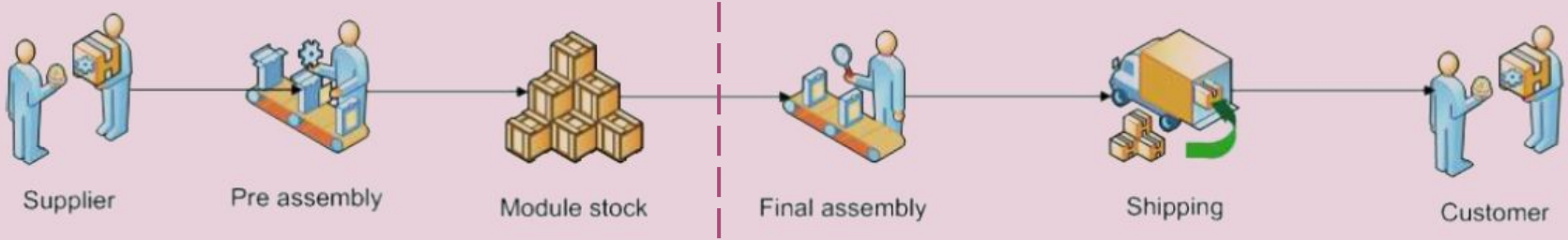
## Customer Intimacy

1. Local retail collaboration

# Our Supply Chain

*Repairs & Maintenance*

*PULL*




*PUSH*

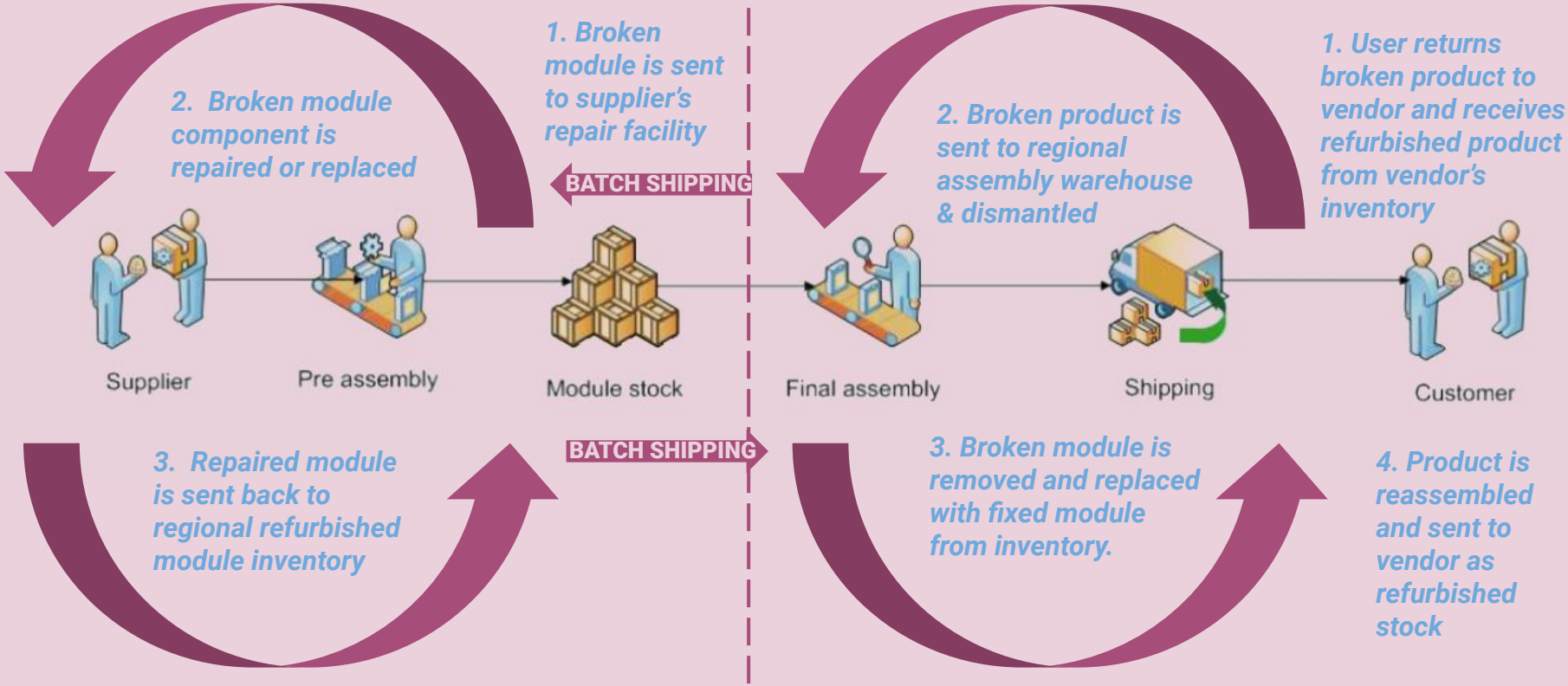
*Make module to stock*

*PUSH*

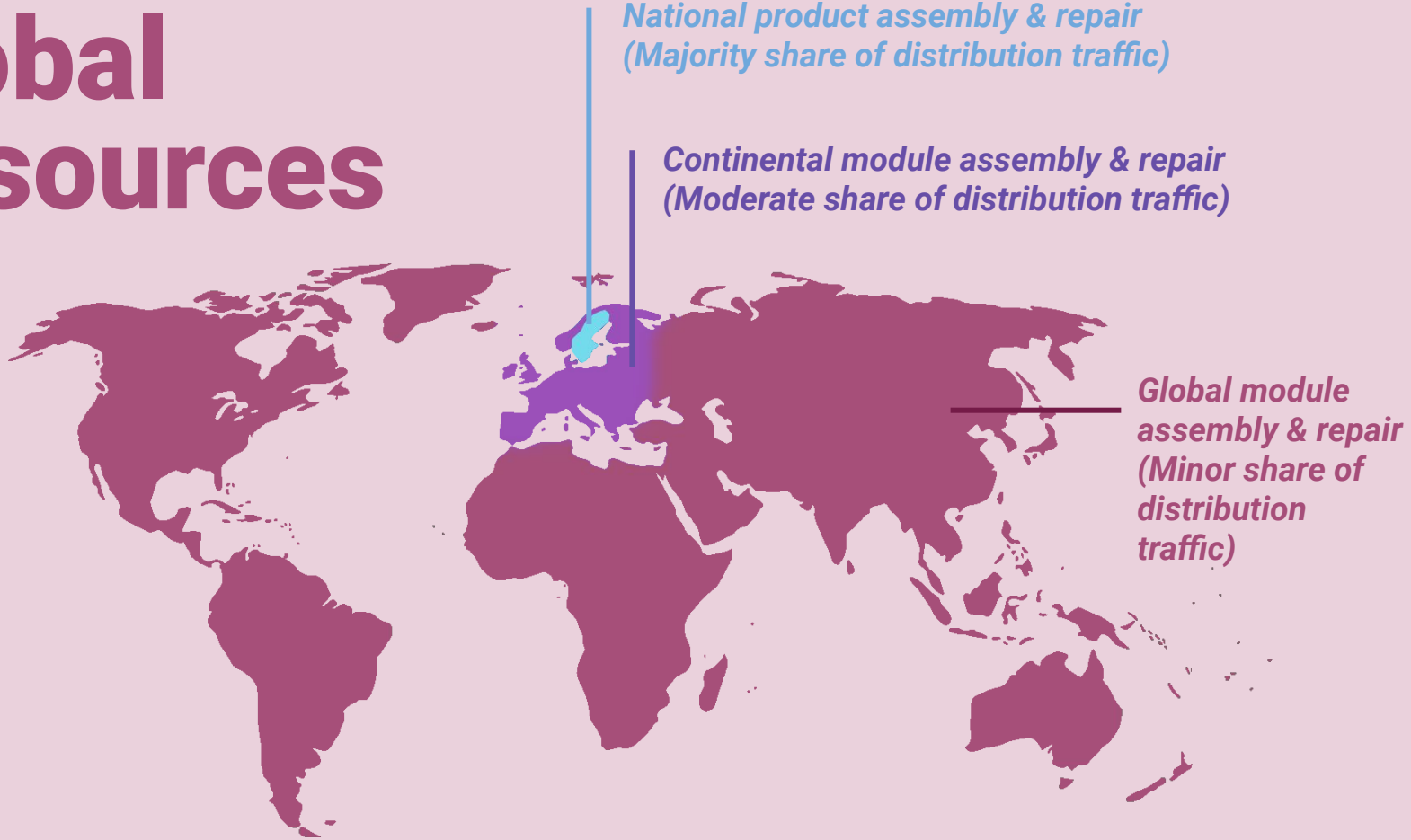
*Assembly to order*

# Global Repair Process

# Regional Repair Process



# Global Resources



# Global Resources


***Modularisation allows companies to reduce shipping distances***

# Balancing Lead Times

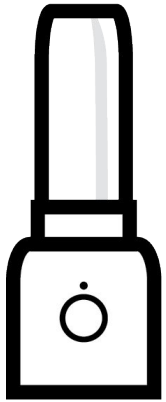
- ***Standardised interfaces between parts***
- ***Low change rate***
- ***Economy of scale (mass production)***

# Make or Buy?

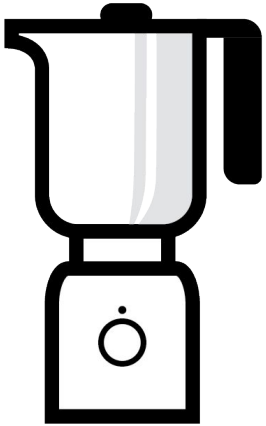
| | | |
|---|---|---|
| **Base module** | **Operational Excellence** | ***Make*** *- To be in full control of the user interaction points* |
| **Mount module** | **Operational Excellence** | ***Make*** *- To be in full control of the user interaction points* |
| **Housing module** | **Product Leadership** | ***Make*** *- To be in full control of the design and user interaction points* |
| **Blade module** | **Operational Excellence** | ***Buy*** *- It's a common unit and no need of upgrades, therefore it's cheaper and easier to outsource it.* |
| **Container module** | **Customer Intimacy** | ***Make*** *- To be in full control of the design and user interaction points* |
| **Motor module** | **Operational Excellence** | ***Buy*** *- It's a common unit and no need of upgrades, therefore it's cheaper and easier to outsource it.* |

# The Core Collection

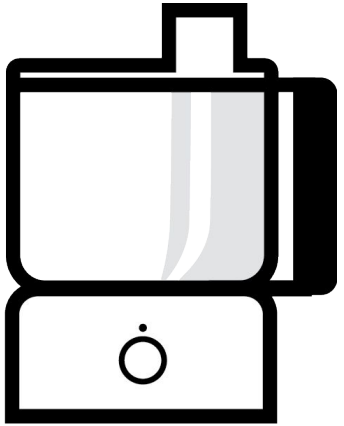
A circular product service system utilizing modularity to deliver a sustainable range of kitchen electronics



*Smoothie Maker*



*Blender*



*Food Processor*

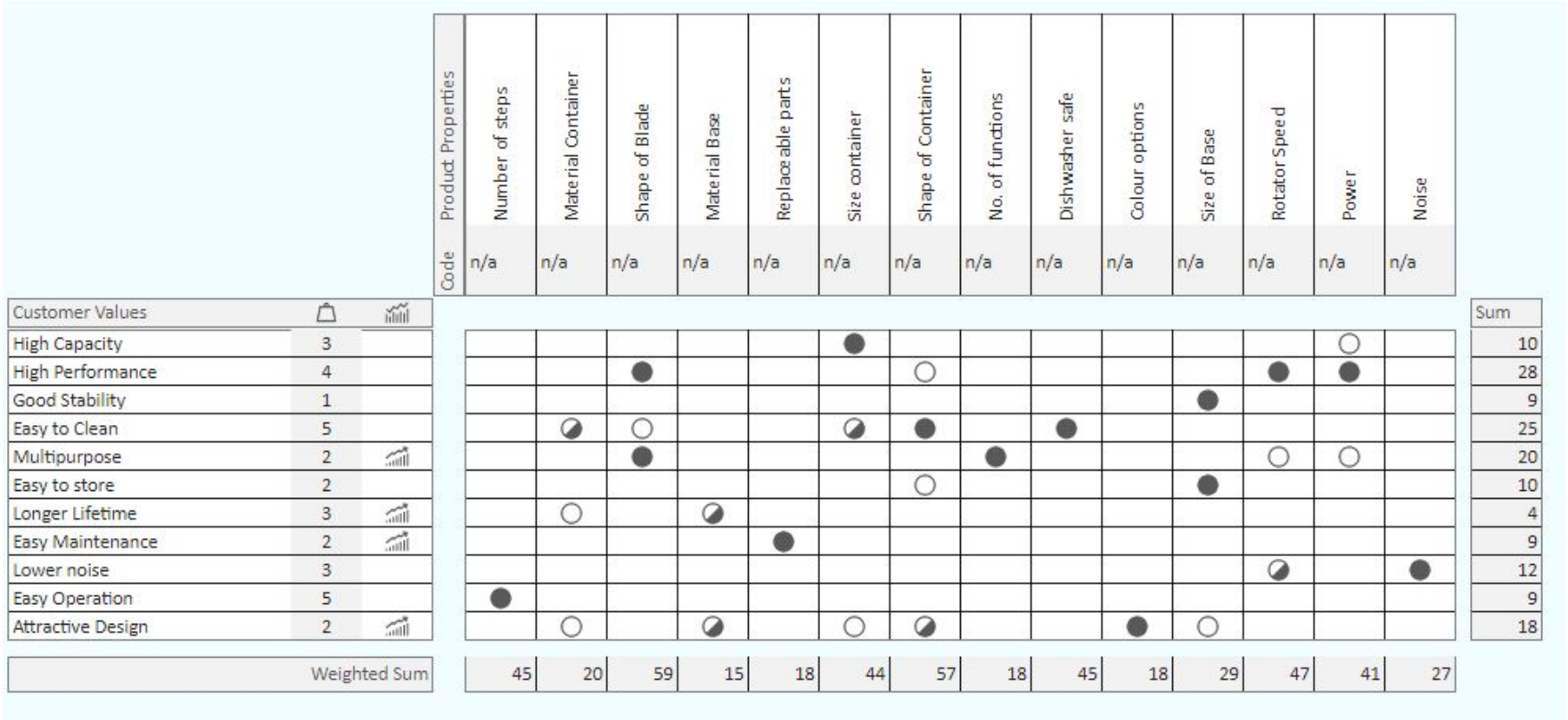

QUESTIONS?

# APPENDIX

# CVR

| Customer Values | Segments: Occasional Domestic (1) | Intensive Domestic (1) | Occasional Commercial (1) | Intensive Commercial (1) | Average | 1-5 | Order Wi... |
|---|---|---|---|---|---|---|---|
| High Capacity | 8 | 1 | 7 | 11 | 6.75 | 3 | 1 |
| High Performance | 6 | 6 | 11 | 10 | 8.25 | 4 | 1 |
| Good Stability | 2 | 2 | 2 | 5 | 2.75 | 1 | 0 |
| Easy to Clean | 7 | 10 | 9 | 8 | 8.50 | 5 | 0 |
| Multipurpose | 10 | 4 | 1 | 2 | 4.25 | 2 | 0 |
| Easy to store | 11 | 3 | 3 | 3 | 5 | 2 | 1 |
| Longer Lifetime | 5 | 8 | 4 | 6 | 5.75 | 3 | 0 |
| Easy Maintenance | 3 | 5 | 5 | 7 | 5 | 2 | 0 |
| Lower noise | 1 | 7 | 10 | 4 | 5.50 | 3 | 0 |
| Easy Operation | 9 | 11 | 8 | 9 | 9.25 | 5 | 1 |
| Attractive Design | 4 | 9 | 6 | 1 | 5 | 2 | 0 |
| Sum | 66 | 66 | 66 | 66 | | | |

# QFD



| Product Properties | Number of steps | Material Container | Shape of Blade | Material Base | Replaceable parts | Size container | Shape of Container | No. of functions | Dishwasher safe | Colour options | Size of Base | Rotator Speed | Power | Noise | Sum |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Code | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | |
| Customer Values | | | | | | | | | | | | | | | |
| High Capacity | 3 | | | | | | ● | | | | | | ○ | | 10 |
| High Performance | 4 | | | ● | | | | ○ | | | | | ● | ● | 28 |
| Good Stability | 1 | | | | | | | | | | ● | | | | 9 |
| Easy to Clean | 5 | | ◒ | ○ | | | ◒ | ● | | ● | | | | | 25 |
| Multipurpose | 2 | | | ● | | | | | ● | | | ○ | ○ | | 20 |
| Easy to store | 2 | | | | | | | ○ | | | ● | | | | 10 |
| Longer Lifetime | 3 | | ○ | | ◒ | | | | | | | | | | 4 |
| Easy Maintenance | 2 | | | | | ● | | | | | | | | | 9 |
| Lower noise | 3 | | | | | | | | | | | ◒ | | ● | 12 |
| Easy Operation | 5 | ● | | | | | | | | | | | | | 9 |
| Attractive Design | 2 | | ○ | | ◒ | | ○ | ◒ | | | ● | ○ | | | 18 |
| Weighted Sum | | 45 | 20 | 59 | 15 | 18 | 44 | 57 | 18 | 45 | 18 | 29 | 47 | 41 | 27 | |

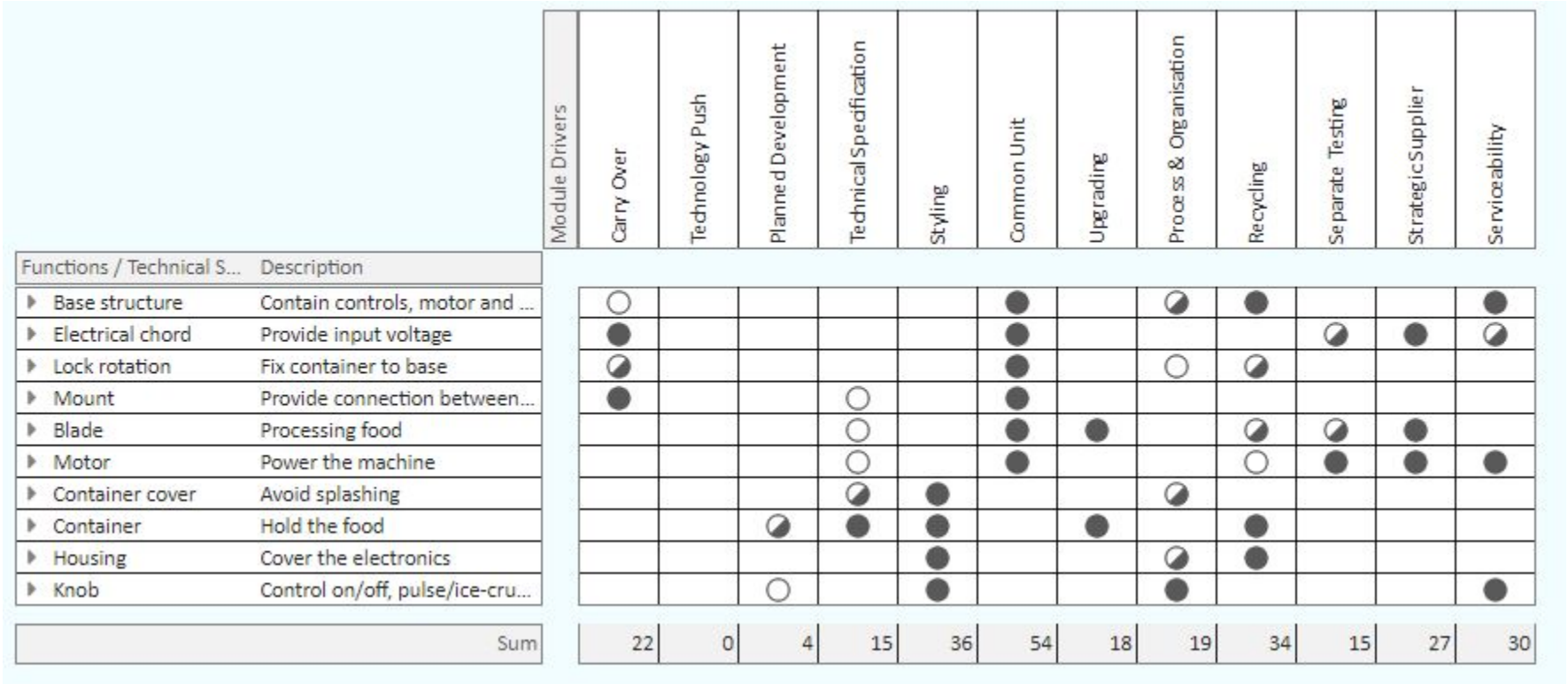
# DPM

| Product Properties | Number of steps | Material Container | Shape of Blade | Material Base | Replaceable parts | Size container | Shape of Container | No. of functions | Dishwasher safe | Colour options | Size of Base | Rotator Speed | Power | Noise |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Code | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| [] | No. | m... | sh... | m... | ye... | L | sh... | No. | ye... | co... | m... | rpm | W | dB |
| S | | | | | | | | | | | | | | |
| C | B | V | V | V | O | V | V | D | O | V | V | V | V | D |
| # | 1 | 2 | 4 | 2 | 2 | 5 | 2 | 4 | 2 | 2 | 2 | 3 | 3 | 1 |
| | 45 | 20 | 59 | 15 | 18 | 44 | 57 | 18 | 45 | 18 | 29 | 47 | 41 | 27 |

| Functions / Technical S... | Description | VCP | Score |
|---|---|---|---|
| Base structure | Contain controls, motor and ... | 1.50 | 228 |
| Electrical chord | Provide input voltage | 1 | 54 |
| Lock rotation | Fix container to base | 1 | 45 |
| Mount | Provide connection between... | 2 | 279 |
| Blade | Processing food | 10 | 762 |
| Motor | Power the machine | 1.50 | 197 |
| Container cover | Avoid splashing | 10 | 549 |
| Container | Hold the food | 20 | 1 002 |
| Housing | Cover the electronics | 1 | 186 |
| Knob | Control on/off, pulse/ice-cru... | 1.50 | 195 |
| | Sum | | |

| 1 | 3 | 9 | 3 | 3 | 15 | 12 | 15 | 5 | 15 | 6 | 7 | 3 | 1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|

# MIM



| Functions / Technical S... | Description | Carry Over | Technology Push | Planned Development | Technical Specification | Styling | Common Unit | Upgrading | Process & Organisation | Recycling | Separate Testing | Strategic Supplier | Serviceability |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Base structure | Contain controls, motor and ... | ○ | | | | | ● | | ◒ | ● | | | ● |
| Electrical chord | Provide input voltage | ● | | | | | ● | | | | ◒ | ● | ◒ |
| Lock rotation | Fix container to base | ◒ | | | | | ● | | ○ | ◒ | | | |
| Mount | Provide connection between... | ● | | | ○ | | ● | | | | | | |
| Blade | Processing food | | | | ○ | | ● | ● | | ◒ | ◒ | ● | |
| Motor | Power the machine | | | | ○ | | ● | | | ○ | ● | ● | ● |
| Container cover | Avoid splashing | | | | ◒ | ● | | | ◒ | | | | |
| Container | Hold the food | | | ◒ | ● | ● | | ● | | ● | | | |
| Housing | Cover the electronics | | | | | ● | | | ◒ | ● | | | |
| Knob | Control on/off, pulse/ice-cru... | | | ○ | | ● | | | ● | | | | ● |
| | Sum | 22 | 0 | 4 | 15 | 36 | 54 | 18 | 19 | 34 | 15 | 27 | 30 |

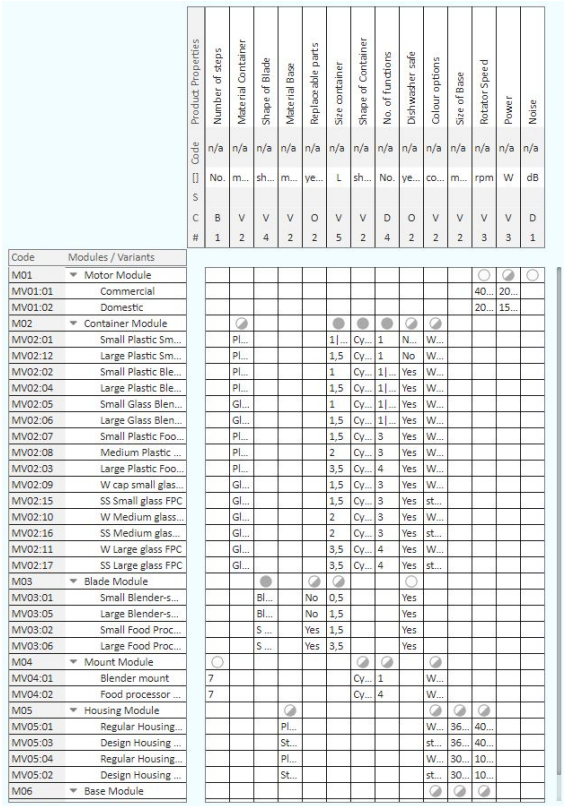
# MB

| Code | Modules / Functions | Description |
|---|---|---|
| M01 | ▼ Motor Module | |
| | ▶ Motor | Power the machine |
| M02 | ▼ Container Module | |
| | ▶ Container | Hold the food |
| | ▶ Container cover | Avoid splashing |
| M03 | ▼ Blade Module | |
| | ▶ Blade | Processing food |
| M04 | ▼ Mount Module | |
| | ▶ Mount | Provide connection between... |
| | ▶ Lock rotation | Fix container to base |
| M05 | ▼ Housing Module | |
| | ▶ Knob | Control on/off, pulse/ice-cru... |
| | ▶ Housing | Cover the electronics |
| M06 | ▼ Base Module | |
| | ▶ Electrical chord | Provide input voltage |
| | ▶ Base structure | Contain controls, motor and ... |

# IM

| Code | Modules | Motor Module | Container Module | Blade Module | Mount Module | Housing Module | Base Module |
|---|---|---|---|---|---|---|---|
| M01 | Motor Module | | | | | | |
| M02 | Container Module | | | | | | |
| M03 | Blade Module | | A | | | | |
| M04 | Mount Module | T | A | A, T | | | |
| M05 | Housing Module | C | | | A | | |
| M06 | Base Module | A | | | | A | |

# MVS



| Code | Modules / Variants | Product Properties | Number of steps | Material Container | Shape of Blade | Material Base | Replaceable parts | Size container | Shape of Container | No. of functions | Dishwasher safe | Colour options | Size of Base | Rotator Speed | Power | Noise |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Code | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| | | [] | No. | m... | sh... | m... | ye... | L | sh... | No. | ye... | co... | m... | rpm | W | dB |
| | | S | | | | | | | | | | | | | | |
| | | C | B | V | V | V | O | V | V | D | O | V | V | V | V | D |
| | | # | 1 | 2 | 4 | 2 | 2 | 5 | 2 | 4 | 2 | 2 | 2 | 3 | 3 | 1 |
| M01 | Motor Module | | | | | | | | | | | | | ○ | ◪ | ○ |
| MV01:01 | Commercial | | | | | | | | | | | | | 40... | 20... | |
| MV01:02 | Domestic | | | | | | | | | | | | | 20... | 15... | |
| M02 | Container Module | | | ◪ | | | | ● | ● | ● | ◪ | ◪ | | | | |
| MV02:01 | Small Plastic Sm... | | | Pl... | | | | 1\| ... | Cy... | 1 | N... | W... | | | |
| MV02:12 | Large Plastic Sm... | | | Pl... | | | | 1,5 | Cy... | 1 | No | W... | | | | |
| MV02:02 | Small Plastic Ble... | | | Pl... | | | | 1 | Cy... | 1\| ... | Yes | W... | | | | |
| MV02:04 | Large Plastic Ble... | | | Pl... | | | | 1,5 | Cy... | 1\| ... | Yes | W... | | | | |
| MV02:05 | Small Glass Blen... | | | Gl... | | | | 1 | Cy... | 1\| ... | Yes | W... | | | | |
| MV02:06 | Large Glass Blen... | | | Gl... | | | | 1,5 | Cy... | 1\| ... | Yes | W... | | | | |
| MV02:07 | Small Plastic Foo... | | | Pl... | | | | 1,5 | Cy... | 3 | Yes | W... | | | | |
| MV02:08 | Medium Plastic ... | | | Pl... | | | | 2 | Cy... | 3 | Yes | W... | | | | |
| MV02:03 | Large Plastic Foo... | | | Pl... | | | | 3,5 | Cy... | 4 | Yes | W... | | | | |
| MV02:09 | W cap small glas... | | | Gl... | | | | 1,5 | Cy... | 3 | Yes | W... | | | | |
| MV02:15 | SS Small glass FPC | | | Gl... | | | | 1,5 | Cy... | 3 | Yes | st... | | | | |
| MV02:10 | W Medium glass... | | | Gl... | | | | 2 | Cy... | 3 | Yes | W... | | | | |
| MV02:16 | SS Medium glas... | | | Gl... | | | | 2 | Cy... | 3 | Yes | st... | | | | |
| MV02:11 | W Large glass FPC | | | Gl... | | | | 3,5 | Cy... | 4 | Yes | W... | | | | |
| MV02:17 | SS Large glass FPC | | | Gl... | | | | 3,5 | Cy... | 4 | Yes | st... | | | | |
| M03 | Blade Module | | | | ● | | ◪ | ◪ | | | ○ | | | | | |
| MV03:01 | Small Blender-s... | | | | Bl... | | No | 0,5 | | | Yes | | | | | |
| MV03:05 | Large Blender-s... | | | | Bl... | | No | 1,5 | | | Yes | | | | | |
| MV03:02 | Small Food Proc... | | | | S ... | | Yes | 1,5 | | | Yes | | | | | |
| MV03:06 | Large Food Proc... | | | | S ... | | Yes | 3,5 | | | Yes | | | | | |
| M04 | Mount Module | | ○ | | | | | ◪ | ◪ | | | ◪ | | | | |
| MV04:01 | Blender mount | | 7 | | | | | Cy... | 1 | | | W... | | | | |
| MV04:02 | Food processor ... | | 7 | | | | | Cy... | 4 | | | W... | | | | |
| M05 | Housing Module | | | | | ◪ | | | | | | ◪ | ◪ | ◪ | | |
| MV05:01 | Regular Housing... | | | | | Pl... | | | | | | W... | 36... | 40... | | |
| MV05:03 | Design Housing ... | | | | | St... | | | | | | st... | 36... | 40... | | |
| MV05:04 | Regular Housing... | | | | | Pl... | | | | | | W... | 30... | 10... | | |
| MV05:02 | Design Housing ... | | | | | St... | | | | | | st... | 30... | 10... | | |
| M06 | Base Module | | | | | | | | | | | ◪ | ◪ | ◪ | | |

# PCM

| QTY | Code | Node Structure | MCode | Realization | D.. | Product Configurations | Small smoothie maker, ... | Large smoothie maker- ... | Large Smoothie maker, ... | Small Smoothie maker, ... | Small blender and smo... | Small blender and smo... | Large blender and smo... | Large blender and smo... | Blender package, low c... | Blender package, medi... | Blender package, high c... | Blender - smoothie ma... | Blender - smoothie ma... | Blender-smoothie mak... | Small food processor-bl... | Small food processor bl... | Small food process ble... | Medium- Small food pr... | Medium- Small food pr... | Medium- Small food pr... | Food processor, all rang... | Food processor, all rang... | Food processor, all rang... | Food processor, all rang... | Food processor, all rang... | Large-med food proces... | Large-med food proces... | Large-med food proces... | Large-med food proces... | Mixed range, low cost | Mixed range, high cost |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Code | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 1 | N01 | Base Module | M06 | Base Module | | | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... |
| 1 | N02 | Housing Module | M05 | Housing Module | | | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... |
| 1 | N03 | Mount Module | M04 | Mount Module | | | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... |
| 1 | N04 | Blade Module | M03 | Blade Module | | | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... |
| 1 | N07 | Blade Module | M03 | Blade Module | | | | | | | | | | | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... |
| 1 | N05 | Container Module | M02 | Container Mo... | | | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... | M... |
| | | | | Qty of Variants | | | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 |