ARGO MULTISTAND

01

Dead Reckon



D.VANHEERDEN · JD.BRAND · D.JOOSTE · L.CLOETE · D.HATTING

Industrial Design 300, Open Window 2026

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WWW.DEADRECKON.CO.ZA
25°49′29″S 28°43′59″E

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RESEARCH

Visual Inspiration



Visual Research

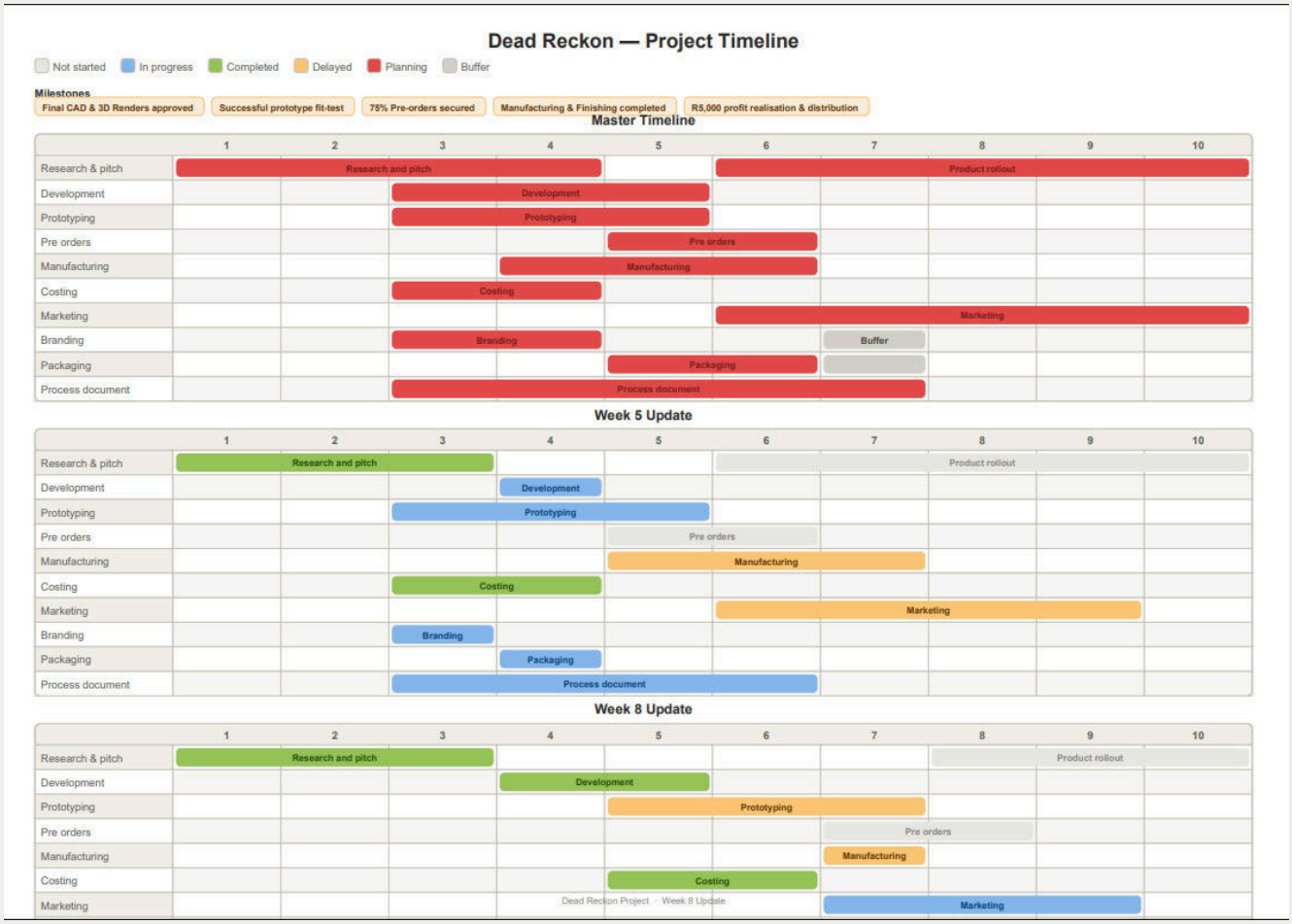
VISUAL INSPIRATION: The visual inspiration for our project drew heavily from the 'gorpcore' movement, heavily influenced by premium outdoor brands such as Arc'teryx and Oakley with a strong focus on high-end stylisation and what we have termed as 'utilitarian honesty'.



The initial stages of our research involved interviews with hikers, explorers and athletes in order to understand the core pain points in the market and specifically our design's target market.

Most notably, the influence came from extremely high-end and technical solutions. The reasoning behind this was to not only create something new within the limits of a low-budget student project but to also create a credible alternative within the fast-growing outdoor space.

The interviewees highlighted the lack of reliable and compact solutions within the market; namely the failure of many current flimsy, injection-moulded plastic stands on uneven terrain like the Western Cape.



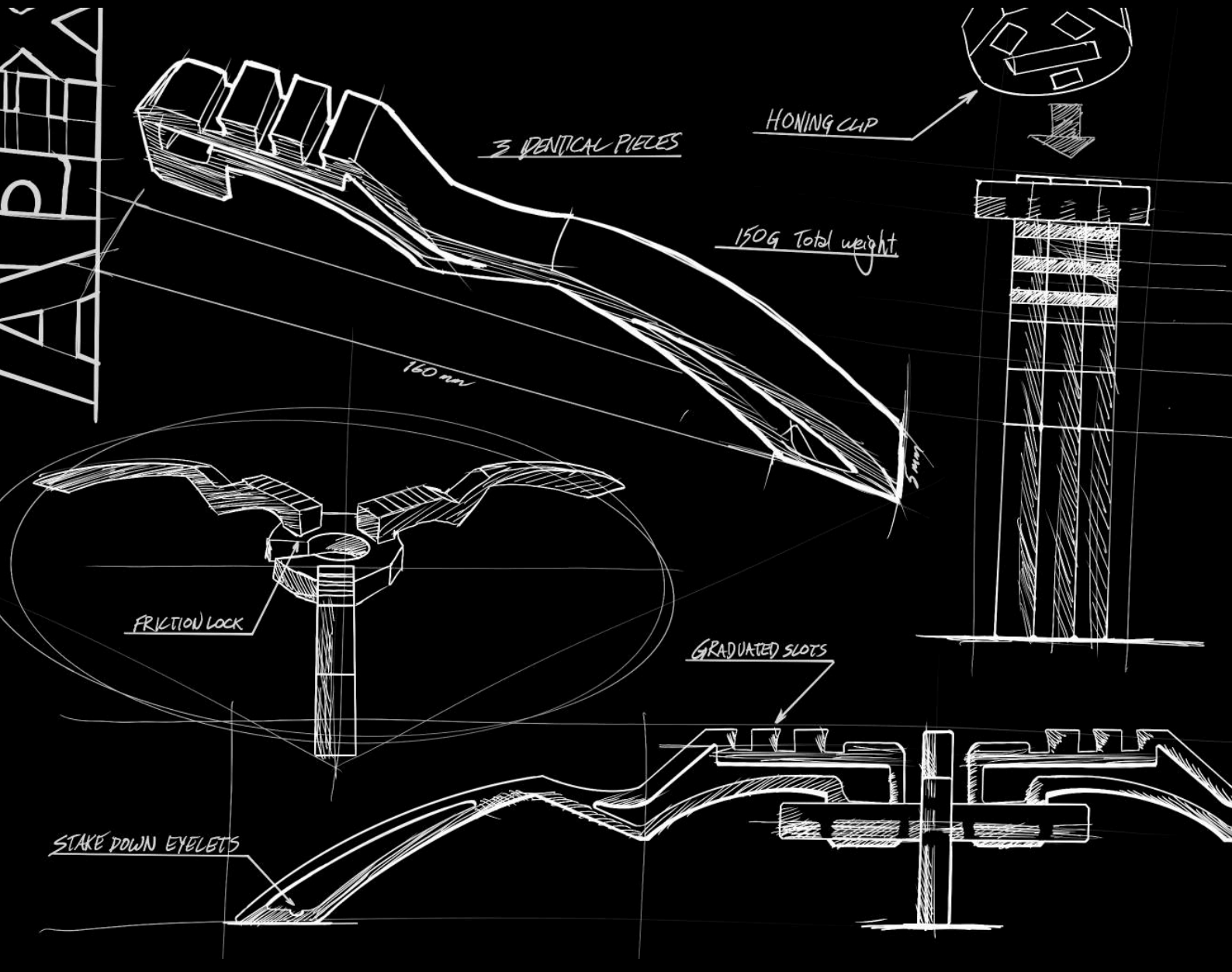
RESEARCH

Project Planning

Design Concept

> Achieving a 40kg load rating while only weighing 210g (less than a can of cola) is key to the success of the product.

DESIGN CONCEPT: The design concept revolves around material honesty and a true geometrical reading in steel. Achieving a 40kg load rating while only weighing 210g (less than a can of cola) is key to the success of the product. Instead of solely relying on a faulty friction fit as many designers tend to do, a simple mechanical fastening system allows the user to use the product as a fully fledged, prefabricated and field-ready tool. No more breaking expensive gear with important activities like boiling and cooking.

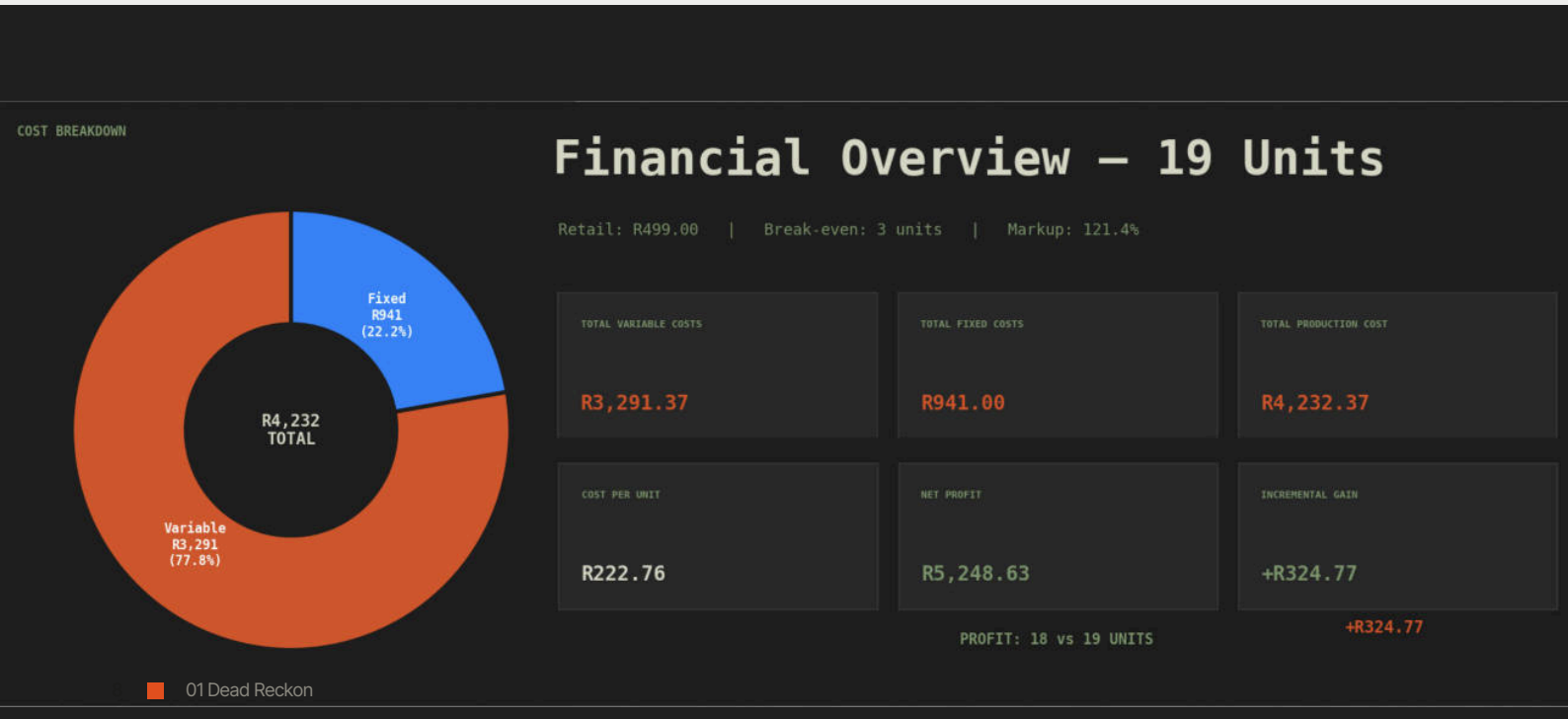

3 IDENTICAL PIECES
HONING CLIP
150G Total weight
160 mm
FRICTION LOCK
GRADUATED SLOTS
STAKE DOWN EYELETS

Finances

> High margin business models are normally regarded with some scepticism, however this product is an outlier in which large returns are gathered at a low risk.

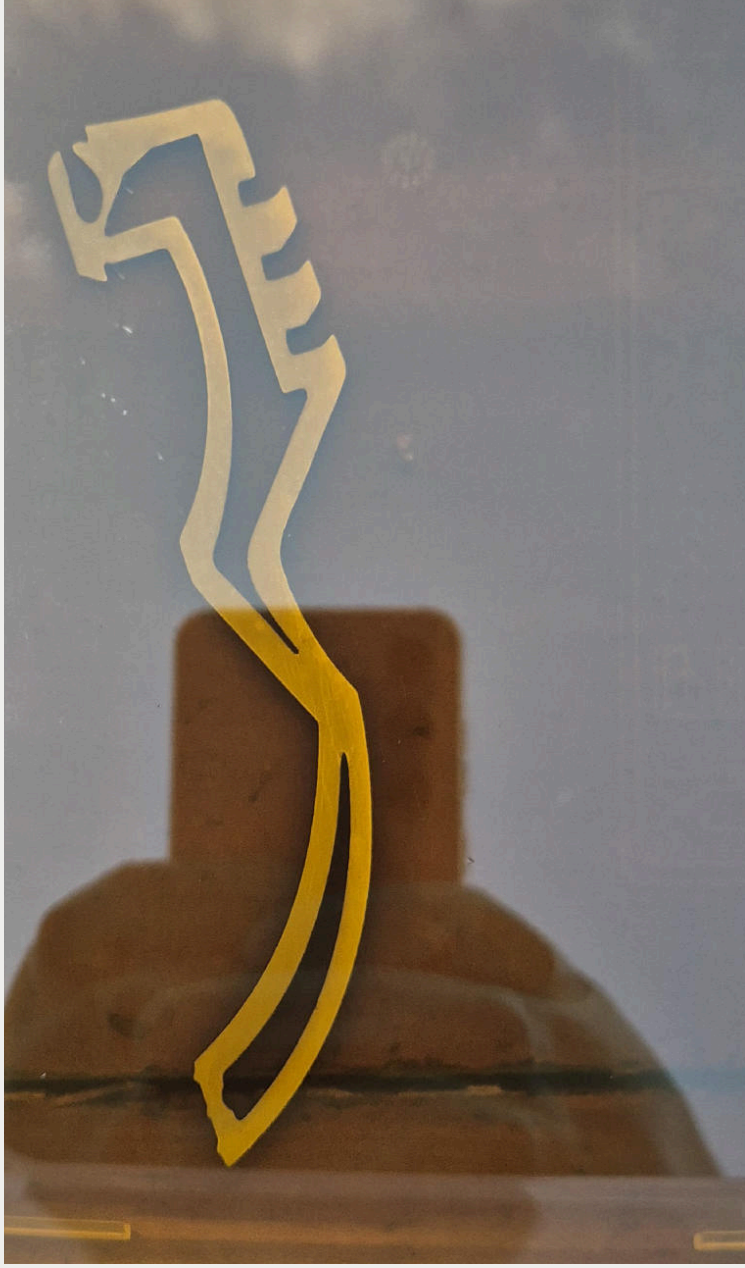
INVESTMENT AND PROFIT: High margin business models are normally regarded with some scepticism, however this product is an outlier in which large returns are gathered at a low risk. The variable cost per unit is R173.23 with a retail price of R499.00, a margin of 65.3% is achieved. The investment in fibre-laser cutting allows for great yield of material and stonewash finishing is only needed to be paid for once. Given the small run of 3 units required to break even, the financial outcome is positive to a large regard.

QUANTITY PROJECTION: Due to the minimal initial investment and exceptional margins achieved, the production run for this product was 19 units, gathering a net profit of R5,249.63. Surpassing the initial targets set by this brand.



Production Process

The production process was 4 stages from computer screen to first tool in hand. First we fibre laser cut the chassis out of 304 Stainless Steel to extremely close tolerances. Once cut we TIG weld it together and test it to a 40kg load weight. It was important that we achieved a ‘rugged’ look without the industrial cost so we built our own stonewash tumble dryer out of a drum, a washing machine, loads of ceramic media and a drill to make batches of units. The stonewash process scratches the surface of the product removing any marks from the fabrication process and giving it a tough, matte, uneven look.

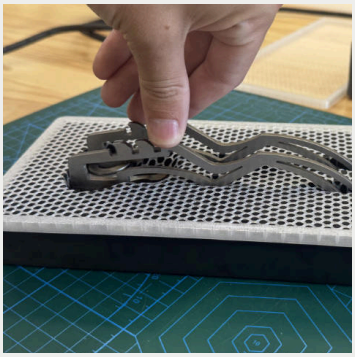




Project Run Management

PRODUCTION RUN MANAGEMENT: Due to the three material/three process constraints set by the project, we ran a lean run of 19 units in order to optimise yield of material and cost. The process was fraught with technical challenges, as the team spent a significant amount of time replicating complex CAD files in Adobe Illustrator in order to set up manufacturing paths. Initially, the design relied on locking dimples performed by a friction fit, but the team ultimately had to switch to a more suitable mechanical fastener, using M12 washers. Due to external price fluctuations and timing, the team was able to manage the project with a specialised team and built in buffers to the overall timeline to achieve high end prefabricated tools.









Posters

DIRECTION & NARRATIVE: We positioned DEAD RECKON not just as a brand of gear but a discipline-driven explorer focused brand. The narrative of "Navigating Without Certainty" offered a fresh perspective on the familiar lifestyle genre while challenging generic, aspirational language commonly used to romanticise the outdoors. Drawing inspiration from the "gorpcore" genre, we highlighted functional, under-stated pieces that are ideal for the South African backcountry and suit the minimalist palette of hikers and explorers.

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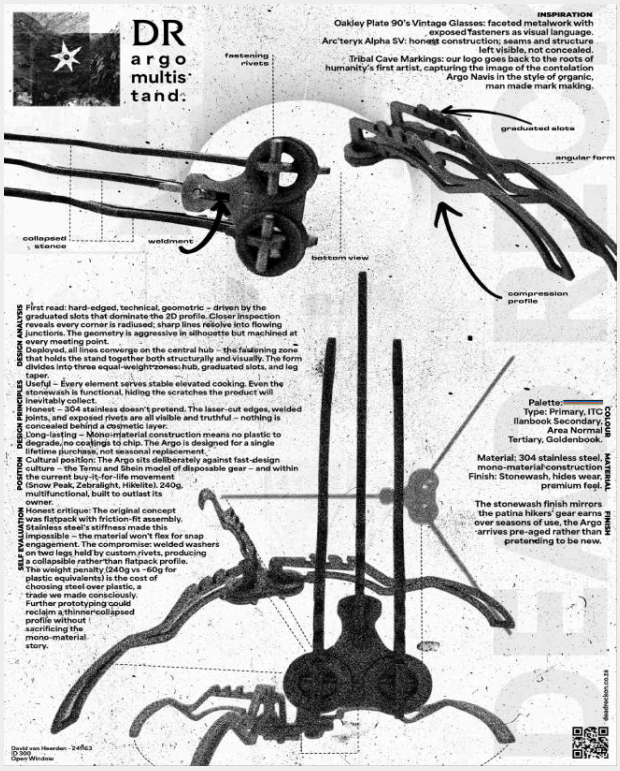


Product Marketing

Visuals for the Argo Multistand were produced using a mix of high quality professional product photography and 3D KEYSHOT renders, along with field-shot video. The Argo was photographed and rendered in a studio setting as well as terrain, contrasted against visuals of the product in its true Cape wilderness environment with a worn "stonewash" finish. The high quality production of the visuals transformed the technical detailing of the mechanical joinery of the steel into a desirable object for consumers to enjoy after.











Product Photo 1

Product Photo 2





Product Photo 3

Render 1

Render 2



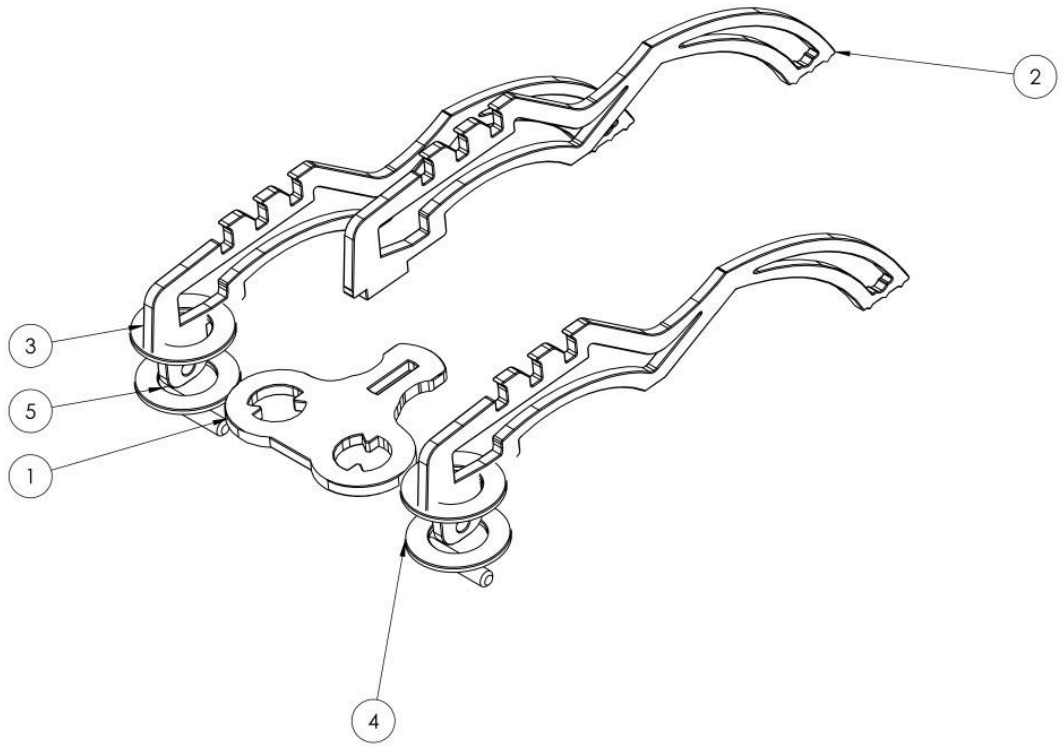




Render 3

Render 4



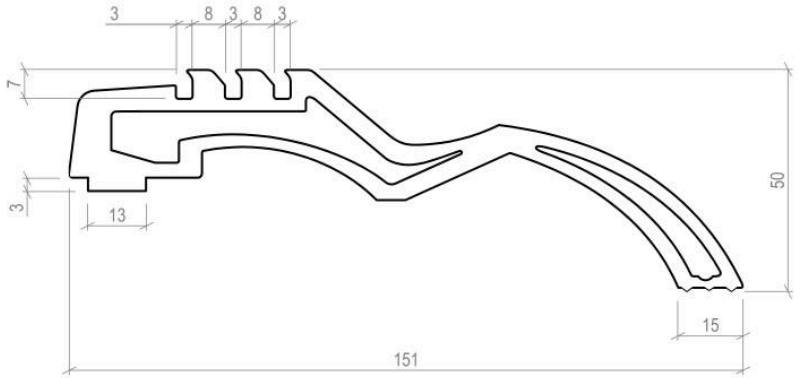


EXSPLODED VIEW

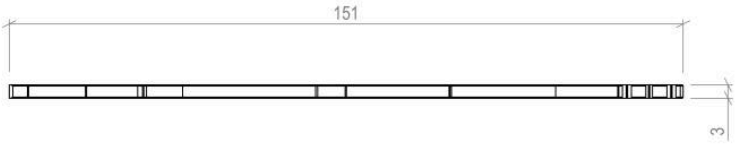
ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	ARGO HUB	304 SS	1
2	ARGO LEG 1	304 SS	1
3	ARGO LEG 2	304 SS	2
4	ARGO WASHER	304 SS	4
5	ARGO RIVET	304 SS	2

TOTAL WEIGHT	kg	
PRODUCT CATEGORY	DRAWN BY	DEAD RECKON
CAMPING	D.V.H	
PRODUCT TYPE	ENGINEER	
SUPPORT STAND		
DESCRIPTION	SIGNED	PAGE
JETBOIL STAND		1
DRAWING NR.	DATE APPROVED	DATE DRAWN
ARGO MULTISTAND EXSPLODED VIEW	2026/04/23	2026/04/23

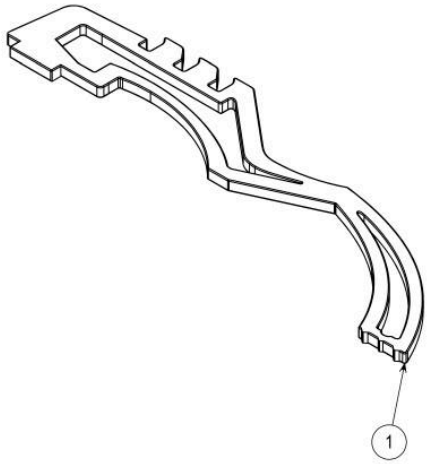
SOLIDWORKS Educational Product. For Instructional Use Only.



SIDE VIEW



FRONT VIEW



MATERIAL	THICKNESS	MASS
304 SS	3 mm	150g

FABRICATION METHOD		
PRODUCT CATEGORY	DRAWN BY	
CAMPING	D.V.H	
PRODUCT TYPE	ENGINEER	
SUPPORT STAND		
DESCRIPTION	SIGNED	PAGE
STAND LEG 1		1
DRAWING NR.	DATE APPROVED	DATE DRAWN
ARGO LEG 1	2026/04/23	2026/04/23

DEAD RECKON

SOLIDWORKS Educational Product. For Instructional Use Only.

MARKETING

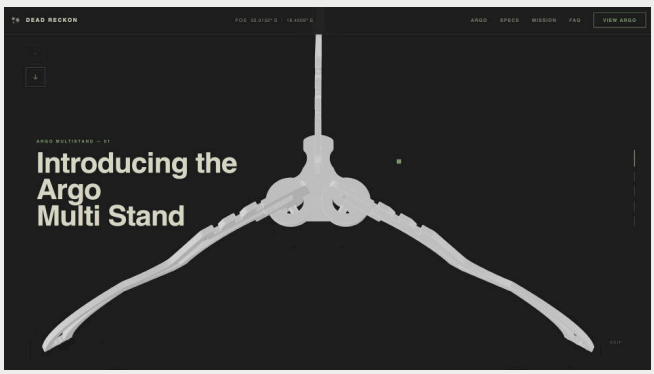
Website

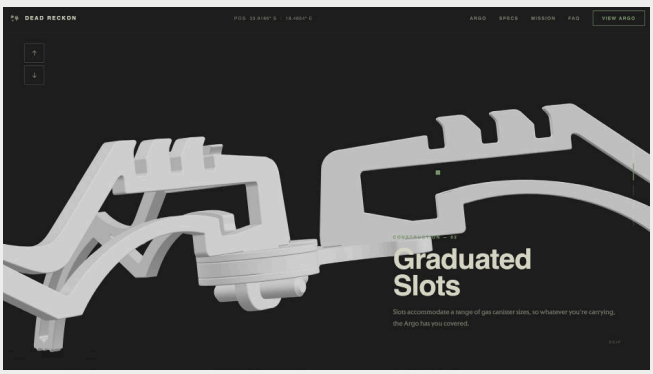
The commercial loop consists of a fully developed and interactive web based centre that explains the engineering “Why” of DeadReckon. The site also facilitates online direct sales to customers.

By removing third party retail chain commission from the sale, the brand has maintained control of the customer experience and ensured a 65.3% profit margin.

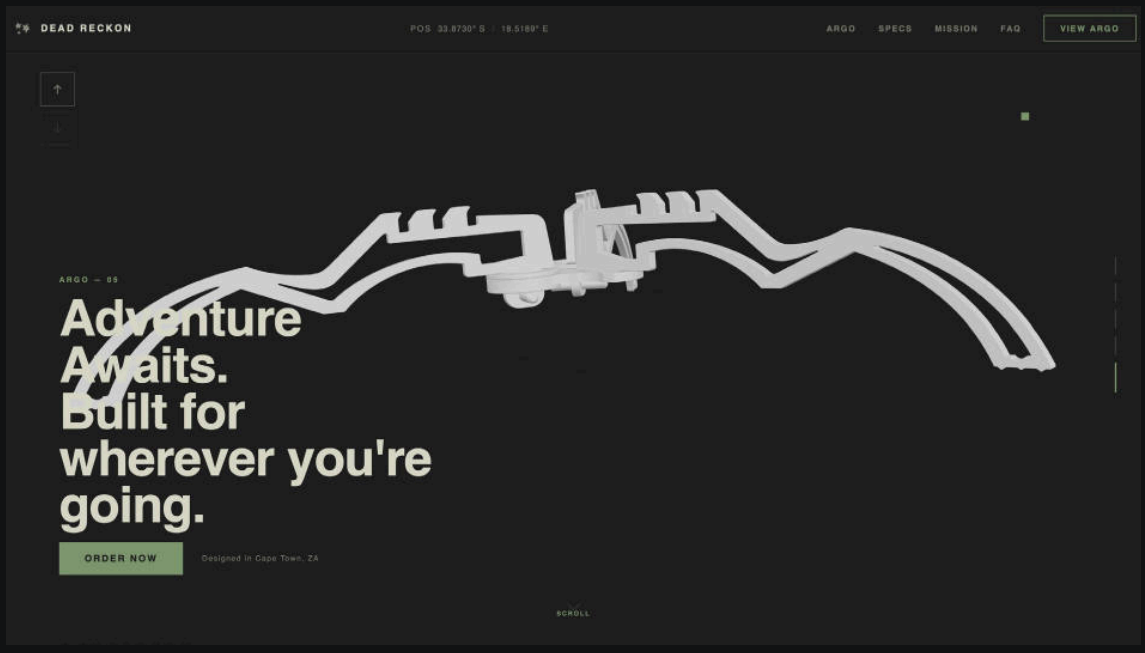
www.deadreckon.co.za

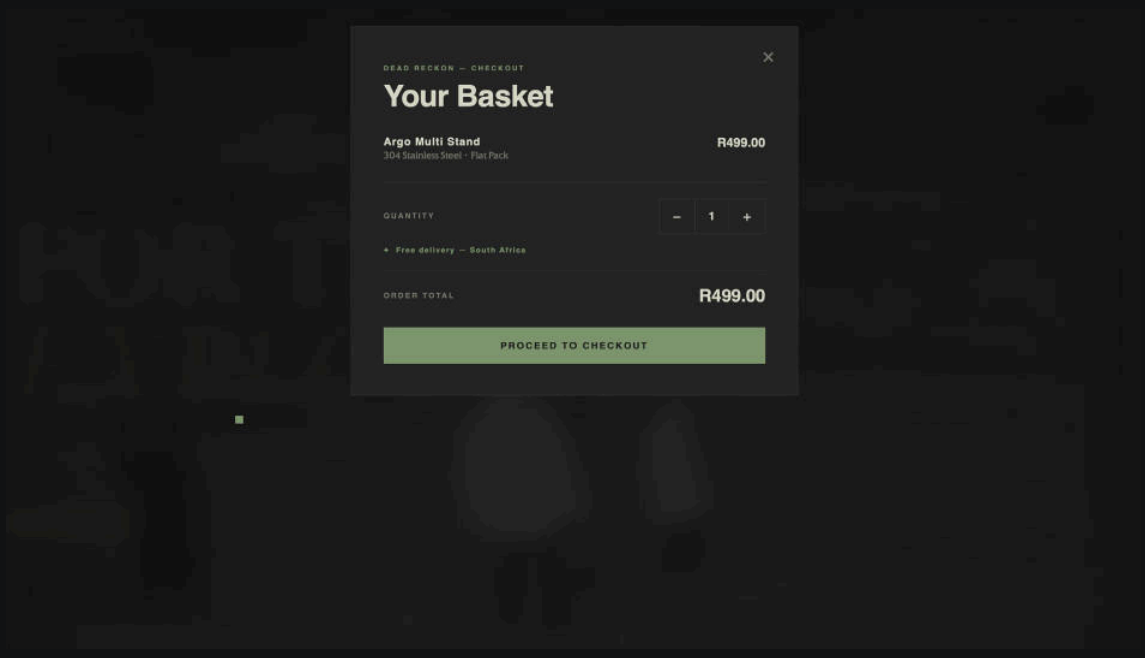






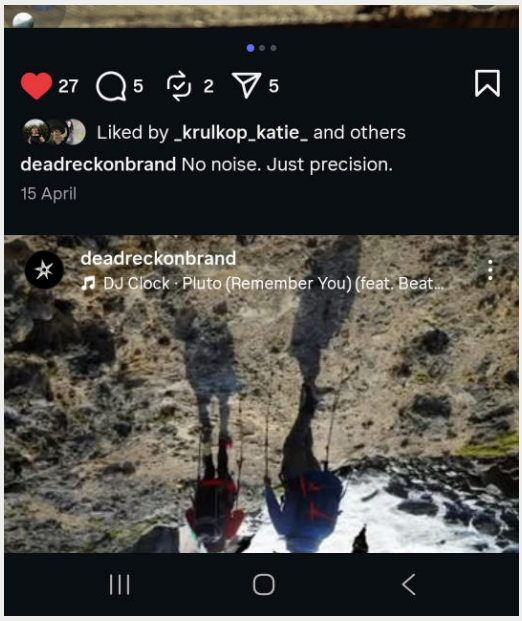

DEAD RECKON
POS 33.8801° S / 18.3784° E
ARGO
SPECS
MISSION
FAQ
VIEW ARGO
PRECISION — 03
Precision Laser Cut
Every component cut to within 0.1 mm tolerance. No guesswork — just clean, repeatable geometry that fits perfectly every time.
SKIP

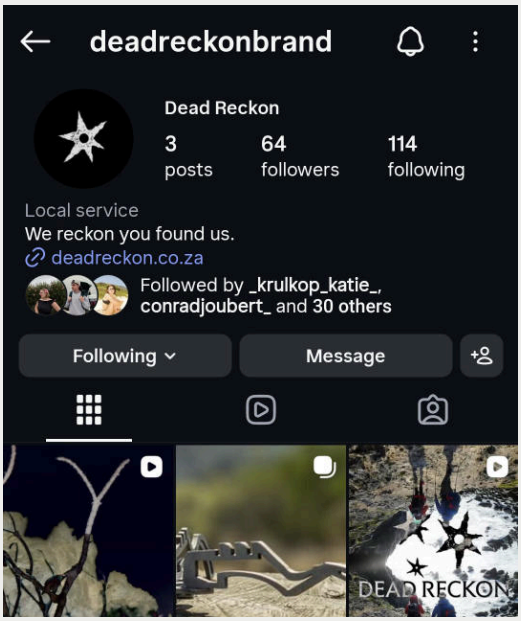

DEAD RECKON
POS 33.8730° S / 18.5189° E
ARGO
SPECS
MISSION
FAQ
VIEW ARGO
ARGO — 05
Adventure Awaits. Built for wherever you're going.
ORDER NOW
Designed in Cape Town, ZA
SCROLL

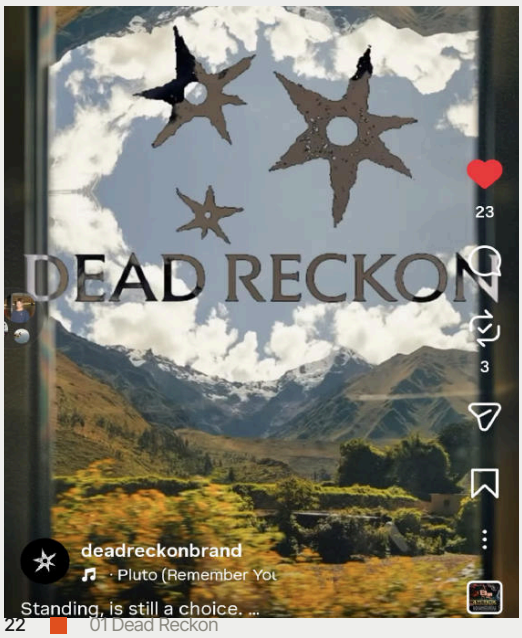

DEAD RECKON — CHECKOUT
Your Basket
Argo Multi Stand
304 Stainless Steel · Flat Pack
R499.00
QUANTITY
1
+ Free delivery — South Africa
ORDER TOTAL
R499.00
PROCEED TO CHECKOUT

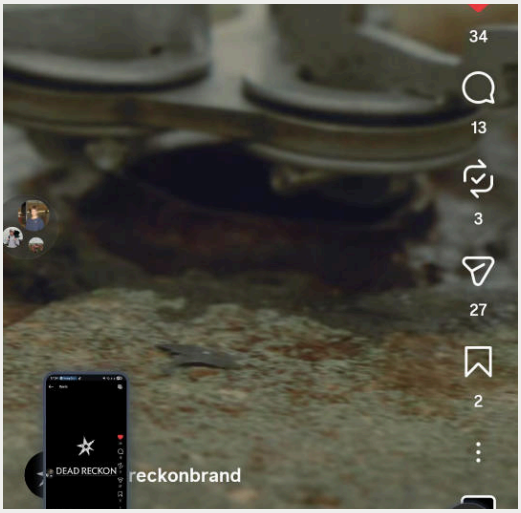
Social Media

SOCIAL MEDIA & OUTREACH: We drove significant traffic through a series of targeted ads on Instagram and a full social media rollout within the Western Cape, targeted at the passionate hiking community. In addition to digital ads, we employed a number of guerrilla marketing tactics with the goal of generating buzz and earning word-of-mouth referrals from trail influencers and hikers within the region. While our budget was small, our target audience is highly concentrated and comprised of the most reliable type of customer – outdoor enthusiasts who value performance and practicality above the latest trends.









Sales

SALES: This product offers a 65.3% profit margin of R325.77 per unit after all variable costs have been calculated at R173.23 per unit. Transition was made from the technical prototype phase to a commercial phase where the product has been launched into the market through a dedicated e-commerce platform and high quality professional social media content. Initially targeting a concentrated market of explorers, the formula to cross the R5,000 profit barrier is achieved within a 19 unit run and at completion of the 19 unit run, the business would have recorded a net profit of R5,249.63.



ARGO MULTISTAND

Thank You!

WWW.DEADRECKON.CO.ZA

25°49′29″S 28°43′59″E

