The success of Phoenix Product Design has its roots in the best traditions of classic German design. Tom Schönherr and Andreas Haug, founders and owners of the enterprise pursue neither doctrines nor shortlived trends of fashions, but rather define their design philosophy as an attitude. The basic values of this attitude include ethics and aesthetics, economy and ecology, precision and concreteness as well as the interests of manufacturer, market and consumer. Their designer’s goal is not the solitary sensations, but rather to position unmistakably and competitively the strategic design consultation, the company, its brands and its products in the market. The resulting products are distinguished by logic, morality and magic. The logic includes qualities, such as modern materials and production technologies, reasonable prices and user friendliness. Morality implies responsibility for the environment, the enterprise, its employees, its market partners and the end consumer. Finally, magic is that power from form and idea which motivates the employees and charms the purchaser. **Clients:** AEG, Alape, Axor, Duravit, Fuji Xerox, Gaggenau, Grundig, Gira, Hågenuk, Hansgrohe, Häfele, IBM, Kaldewei, Lamy, Leonardo, Loewe, Miele, Pharo, Schock, Sharp, Tchibo, Viessmann, Junghaus, Mexx. **Equipment:** inhouse CAID (Alias Wavefront, Solidworks, Vellum) NC processing, model making, photo studio. **Fields of activity:** Strategic design consultation, product design, interface and graphic design, future concepts.