O G Services: Value Cap Project

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O G Services

O G Services was founded by Glenn Shedrick. Mr. Shedrick found it frustrating to try and get the last bit of product out. He proposed that there must be a way to design a cap that could be used to aid in the collection of the product. O G Services was created to develop, produce and market this product.

Project Objective

Problem Statement:
The O G Services Value Cap design project is aimed at providing the company with a design solution to the problem that lotion, and other pump bottles are not designed to enable the consumer to retrieve the entire product. The team is to design a cap that receives a range of lotion bottles and fully dispenses the remaining product left in the bottle.

Problem Constraints:

• To be an aftermarket addition to pre-existing pump style bottles
• Needs to be able to secure various bottles, of different sizes and shapes
• Needs to be washable so that it may be re-used with different products
• Durable so that it can be sustained through multiple uses
• Needs to be cheap to produce
• Must be aesthetically appealing
• Relatively small

Conceptual Design:
The group proposed a design that would function as a stand when the original pump was still operational. Once the pump ceased to function, the pump would be removed and the bottle inverted. The remaining product would collect in a chamber, where it could be easily accessed by actuating a plunger.

About O G Services

Stylized Design:
The sponsor approved of the recommended design, feeling that it would be an effective way to dispense the remaining product from the pump bottles. However, Glenn was concerned that the initial (conceptual) design would not be appealing for people to leave sitting out in their homes. It was decided to shape the cap like a sea shell in order to make it more appealing.

Design Process

The first step in any design process is to brainstorm different ideas as to how the problem can be solved. The result of brainstorming can then be refined to create a better solution to the problem. At some point in the design process, the team must decided on a single design idea as a starting point.