

Customer Need	Product Attribute	Engineering Specification
Reliable and safe for operator	Safety	Meets ISO-14121 standard for negligible risk
Less labor intensive and faster than existing methods	Ease of Use	Less than 3 minutes to set-up Less than 1 min. to move 1 keg
Slows moving keg in controlled manner	Control	Keg velocity does not exceed 1.5 m/s
Can be easily carried to location	Mobility	Less than 50 kg
Is easily stored in delivery truck	Size	Less than 1.5 x 0.5 x 0.25 m
Functions in different weather conditions	Durability	Normal Operation in Rain or Snow

Product Description: Portable sled for safely lowering kegs down stairs into bars / retailer stores
Intended Customer: Anheuser Bush
Market: Beer Distribution Products

