

ON THE CONCEPTUAL DESIGN OF TECHNICAL PRODUCTS: A CASE STUDY

M. NEAGOE¹

C. JALIU¹

Abstract: *Based on a new modelling variant used in conceptual design, proposed by the authors, the paper presents an application of the proposed conceptual design algorithm on a representative technical product example: a planetary speed reducer.*

Key words: *conceptual design, solving structure, product principle solution, product concept, speed reducer.*

¹ Centre “Product Design for Sustainable Development”, Transilvania University of Braşov.