Herbst LaZar Bell was founded in 1963 in Chicago, Illinois. The company was originally founded by Bill Sherman, an engineer & Walter Herbst, an industrial designer. Eventually, Shermann left the company & Herbst was joined by Ralph LaZar & Randy Bell to create what is now known as Herbst LaZar Bell.

The company is an employee-owned, international product design-consulting firm with almost 100 employees & offices in Chicago, Boston & LA. Teams offer expertise in human factors & market research, business strategy, industrial design, materials & processes, mechanical & electrical engineering, software development, bio-med technology, manufacturing management, prototype services & more.

HLB specializes in the production of products for industry, the consumer & medicine. By teaming with the production equipment development capabilities of Foster-Miller & the medical technology strength of Nova Biomedical, HLB has been able to fully & successfully implement their designs.

Committed to producing new products & designs that rise above every day standards, HLB creates innovations that impact & change our lives. Some of these products we often take for granted, such as the liquid correction pen, defibrillator & the Kodak single-use camera.

The products of HLB range from high-end medical technology to low-margin consumer electronics. One of the marking characteristics of HLB is its ability to create & implement innovative strategies for driving successful new products to the market. These strategies include generating responses from clients & finding catering to the specific needs of an organization.

HLB is partnered with university professors, including three at Northwestern University’s Master of Product Development graduate program. Other partners are recognized as expert speakers, lecturing at events, conferences & universities around the world. They speak on such topics as design trends, innovation & the strategic value of design.