



PDM preview

Taking place at the Telford International Centre from 19 to 21 May 2009 the Plastics Design and Moulding Exhibition and Conference (PDM09) is being heralded by the Institute of Materials, Minerals & Mining (IOM3) as the UK plastics industry's most important event of the year.

"PDM is at the forefront of connecting the design community with the traditional plastics manufacturing industry," says Dr Matthew Thornton, materials advisor at IOM3. "This connection between design and manufacturing helps to stimulate industry innovation, which in turn creates wealth for the UK."

Combining an exhibition with free conference sessions, business clinics, training and live demonstrations, PDM will provide an ideal location for plastics and design professionals to network and learn. Visitors can meet representatives from every part of the UK plastics design and moulding community from suppliers of injection moulding machinery and ancillary equipment all the way through to rapid prototyping companies and materials testing specialists.

The PDM conference programme, which runs throughout the three-day show, will tackle a variety of topics affecting the plastics industry, with themed days for packaging, medical devices and consumer products:

Tuesday 19th May

Moulding Business Debate
Design in Detail - Packaging

Wednesday 20th May

Design Trends Debate
Design in Detail - Medical Devices

Thursday 21st May

Moulding Innovation Debate
Design in Detail - Consumer Products

Amongst the wide variety of speakers at the conference will be Alex Peacop, principal - FMCG at the PDD Group, a London-based design consultancy, who will be giving a talk on 19 May entitled: Are Concentrates the Future? With the increasing number of laundry detergents now being sold as concentrates PDD questioned what other products could be sold as concentrates and whether the practice of using water directly from the tap would be embraced or rejected by consumers? The consultancy initiated a piece of conceptual design work to explore these issues, visualising a male shower gel, a female hair product and a household cleaner as concentrates. During his talk Peacop will introduce these concepts and ideas and seek to explain the design challenges around offering more than just environmental benefits to consumers and industry. "These concepts are not necessarily the solution but they are visions that will get us thinking about a smaller, yet more perfectly formed world," he says.

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