

Award turns PDD's dots red



reddot design award



PDD has added another prestigious design accolade to its collection: Quartz Electric, a revolutionary electric shower, manufactured by Aqualisa and designed by PDD, has been recognised for its high quality design with a Red Dot distinction from Germany's Design Zentrum. With more than 7,000 submissions from 60 countries, the international "red dot design award" ranks among the largest and most renowned design competitions in the world.

Simon Browning, Head of Industrial Design, commented, "We are all absolutely delighted with the recognition that Quartz Electric has received from the Design Zentrum. Within the design community, the Red Dot Awards are internationally respected and the distinction is a great achievement for both PDD and our client, Aqualisa, with whom we have a longstanding relationship and have enjoyed great success with Quartz Electric."



The PDD Challenge



PDD challenged mechanical engineering students from Imperial College to create conceptual sketches of an innovative and intelligent clothing product that will encourage children to get involved in physical activity and participate with their peer group.

A 'Dragon's Den' panel of judges selected the winning team on 11 March, and an exhibition of all the work was held at the Imperial College Mechanical Engineering Building in London. The exhibition was open to the public between 13-14 March. Congratulations to all of the students who participated.

Innovation = Competitive Advantage



Come see us 14 May 2008 at The Innovation Conference 2008 in association with Cranfield University School of Management and Findlay Publications.

Paul Pankhurst will be speaking at the one day Innovation Conference on the topic of innovation within product development strategies and how it can deliver competitive advantage.

Woodland Grange Conference Centre, Leamington Spa.

Inside Design



June marks the Interior Motives Europe Conference 2008 in Turin, the most important forum for senior management in the automotive design community. It is a global debate to discuss the latest challenges and technologies affecting interior design.

Simon Browning, Head of Industrial Design, will be speaking in Session 6 on Thursday, 19 June at 11am. His session is entitled 'Research Methods within the Automotive Sector.'

In the news



Our Recent Articles:

- *Plastics & Rubber Weekly*, 'Design Trends Forum' – PDD participated in a special roundtable forum about plastics and colour.
- *Computer Arts*, March '08, an article on product innovation features the PDD 'Platinum' project.
- London Development Authority booklet, 'Promoting Innovation in West London', features PDD's Quantex case study, March '08

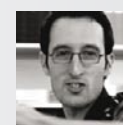
Speakers' corner



On 14 Feb. Paul Pankhurst, Chairman for PDD, was the keynote speaker for the West London Innovation Forum. He spoke on the increasing interlinked view of design, creativity and innovation, as well as how innovation can impact a company's competitive advantage and 'bottom line.'



Alun Wilcox, Director of PDD Medical, spoke at the Plastics in Medical Devices conference held in Brussels on 10 April. His speech, 'Incorporating Human Factors in Product Design and Development,' covered topics such as identifying usage errors and how Human Factors Engineering can be used throughout the development process.



Barry Lillis, PDD Project Manager, spoke at easyFair PACKAGING INNOVATIONS on 12-13 March. It was the perfect opportunity to see PDD's capabilities and track record of innovation in this fast moving industry. Lillis' topic was 'Luxury and Sustainable Packaging.'