



## Another top award!



PDD has clinched a top international award for the Merck Serono easypod™ in the 2008 iF International Forum Design awards in the product design category. The easypod™ has been acknowledged by the international panel of judges as a benchmark for outstanding design.

Alun Wilcox, Director of Medical at PDD, said: "We are delighted to have been given this award. easypod™ is the first electro-mechanical device for the subcutaneous injection of medical products and goes a long way to making the entire process less physically and psychologically stressful for all those involved. Through our ability to offer an integrated service including research, interaction design, human factors engineering, industrial design and engineering we were able to produce a product that fulfilled these needs."

## Speakers' corner



Julie Jenson Bennett, Head of Human Factors and Research at PDD spoke at the International Automotive Conference in Sunderland on Nov 14. Her topic was 'Consuming Culture in the Automotive Design Process. Julie discussed how future trends in automotive design can be anticipated using semiotic and cultural analysis techniques.



Graham Moore spoke at Plastics & Rubber Weekly's Colour Trends Forum on Dec 7 in London. The discussion covered a wide number of areas: the crucial role of colour in consumer choice; the movement of colour leadership from the fashion industry to product design; 21st century themes; colour matching; surface effects and more. The discussion will be published in PRW.



In November, Paul Pankhurst, PDD's Chairman, was invited to participate in the BI9: Business Incubation, Innovation & Entrepreneurship Conference held by UK Business Incubation. The main topic was the global challenge for business incubation, mainly to remain innovative, entrepreneurial and to continue to learn from successful business incubation around the world.

## New look



PDD is rapidly expanding and we have redesigned our website – [www.pdd.co.uk](http://www.pdd.co.uk) – to reflect PDD's energy and forward-looking attitude. Have a look and see what you think. We welcome your views: email [emilymiller@pdd.co.uk](mailto:emilymiller@pdd.co.uk) with any comments.

The website will help you gain a greater understanding of how we can combine our wide range of in-house skills to help your business thrive in the face of increasing global competition through innovation and collaboration.

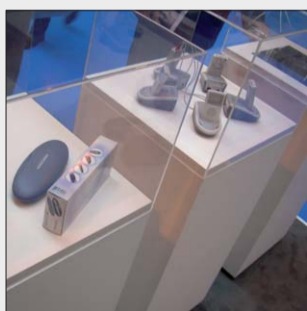
## Different thinking, fresh solutions



Mix a dash of philosophy, a twist of old Icelandic expertise and a key business issue and what do you get? A process that delivers fresh perspectives on business challenges called 'Expert Minds'.

Designed by Chris Thomason, PDD's Chief Business Imagineer, PDD facilitates this process for clients who want to develop innovative business strategies. The workshop involves using leading academics whose 'expert minds' provide fresh insights that transform difficult business challenges into opportunities.

## PDD out and about



Come see us at MEDTEC UK 2008 at the NEC, Birmingham on Feb 13 and 14, at Stand 314, close to the coffee area. Alun will be speaking during the Supplier Forum on Feb 13 at 14.00. Come and hear how PDD integrates human sciences and engineering throughout the new product development process: our view on 'Humanising Technology'. PDD will also be exhibiting at easyFairs Packaging Innovations 2008 at the NEC on March 12 and 13, Stand 73.

## In the news



Our Recent Articles:

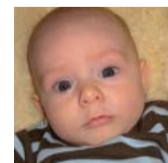
- PDD profile, *Medical Device Technology*, Jan 08
- Dose of Inspiration, *Engineering*, Jan 08
- The Final Word, *Designer*, Dec 07
- Incorporating Human Factors, *Medical Design Technology*, Nov/Dec 07
- Imagineering, *Professional Engineering*, Oct 07

## Welcome Peter



PDD is pleased to announce the appointment of Peter Osborn as our Chief Executive Officer. He had been a successful entrepreneur for many years with a background in technology and electronics. Peter's knowledge of highly competitive and fast changing markets, along with his expertise in using innovation to meet business challenges, will bring significant added value to our clients and to PDD. We look forward to learning from his experience in building value for businesses.

## New product launches



Louis



Lexi



Benjamin

PDD people just can't stop designing! Take a look at some of our most recent projects.

Our congratulations go to Adam, Dave and Dan.