



What's in an award?

PDD has just landed an unprecedented number of awards - four in one week - seven so far this year! It's great to know that the work we do is recognised by clients and professional organisations on both sides of the Atlantic.

These awards reflect deep understanding of clients' brands, business strategies and customer needs resulting in meaningful innovation, effective roll-out and high-impact in the market. Read on to find out how you can benefit from taking awards into account when choosing an innovation partner.

21 September 2007: the **Innovation and Design Excellence Awards** ceremony in the London Hilton announces six design innovation awards. The awards were finalised after a panel of expert judges assessed the contenders in a rigorous round of submissions and site visits. PDD wins in three categories: **Innovation & Design Excellence**, **Consumer Product Innovation** and **Business-to-Business Product Innovation**. The judges recognised our all-round abilities in mechanical engineering, electronics, user research and industrial design. These awards

reflect a particular kind of innovation relationship that PDD has with its clients - such as in-depth user research and technical development of a medical product or the enduring collaboration around design and branding that produces market leading scissors!



PDD's Managing Director Paul Pankhurst and Development Director Graham Lacy have their hands full.

The complete package



This year's Packaging News **UK Packaging Awards** named PDD as its **Design Company of the Year**. PDD was recognised for its analysis of markets, materials, technology and consumer behaviour which informs development of new products and services for our clients.

Gold medal medical excellence



The Merck Serono easypod® - an auto-injection device - recently won recognition in the **Medical Design Excellence Awards** at a ceremony in New York. The MDEA programme recognises both device manufacturers and their development partners and easypod®, with user research, industrial and interaction design input from PDD, won the prestigious **Gold award**.

A lesson in design



The **Teachers' Choice Awards** is exclusively judged by teachers in the classroom in the US. Acme United Corporation's Titanium UltraSmooth® scissors were selected as a **Gold Medal** winning product. A great award from actual customers reflecting a long-term relationship which has included research, ergonomics, design, engineering, prototyping and out-source management.

Cleaning up with Corgi



The Optio Digital shower, designed by PDD for Aqualisa was voted **product of the year** at the **Corgi Installer Live 2007 awards** - an award from the people who actually fit the showers - great recognition from a practical viewpoint, not to mention the great styling as well! PDD has worked with Aqualisa on technical and design projects over many years.

Welcome Eva and Emily



The sales and marketing function at PDD has developed a lot in the last couple of months. We have a new head of business development, Eva Meland, who comes to us from PwC. Eva is busy introducing systems, tools and methodologies so that we can add value not only to products and services but also to our clients' business strategy. We are also excited to introduce our new marketing manager, Emily Miller. Emily has been helping companies expand and spread the word about what they do in finance, internet, legal and design companies for over 15 years.

This is the all-new newsletter from innovation company PDD. Contact us to discuss your research, design, development and strategic business challenges - we'd love to achieve some awards for you too! If you would like to find out more about PDD or anything in this newsletter please get in touch. To unsubscribe, click [here](#).