



16th December 2008

Materials and Design Exchange undertake pioneering Secondment at Colebrook Bosson Saunders

The Materials and Design Exchange (MADE) have begun their pioneering Secondment at Colebrook Bosson Saunders (CBS) during December 08. MADE have placed a technical translator within the London based design company who will act as an interface between scientists and CBS's designers and engineers. Colebrook Bosson Saunders provide an ideal test-bed for the knowledge held by the Materials Knowledge Transfer Network (the umbrella organisation of MADE) as a company with both the design and manufacturing capacity and the freedom to explore innovative ways of working.

Whereas previous MADE Secondments had taken place over the course of several years, (which can be off-putting for small to medium sized organisations) this study will be carried out over a more intensive period of two months. In this way leading edge science can be translated into a usable format for product design. Stuart Preston, Sumeet Bellara and Brian Knott (of the Institute of Materials, Minerals and Mining) have begun the research at CBS which is now developing in two strands:

The first looks at process and materials in a traditional manner: trying to find ways to improve process efficiency through the use of alternative materials, beginning with a post component integral to CBS's modular monitor arm support system. The aim is to reduce rejection rates and improve consistency of the product finish as well as enhancing the longevity of the visual effect.

The second strand focuses upon finding new materials for existing applications: seeking to do more with less and looking for alternative processes that will enable CBS to take a cradle to cradle approach. This is particularly pertinent to larger items (within the CBS product range) that can be more easily damaged or have a limited life span.

Peripheral work is also taking place that tries to introduce new materials to CBS that might act as a provocation to its designers by suggesting new product ideas. The approach here will be to look at the supply chain from a fresh perspective and ask questions like:

- How can the company create more while using less material?
- How can the lifespan of products be increased?
- How can CBS explore opportunities for re-use rather than “down-cycling”?
- Can CBS dispense with large expensive tooling suites to move towards site specific manufacture in some instances?

Furthermore, to potentially radically change the way product is perceived, looking beyond the physicality of the object and trying to redefine the way the company’s IP, the customer and the functionality of the product is organised and presented within the commercial domain.

Sumeet Bellara, having begun the Secondment, states: “as well as the practical short-term solutions we are also taking a long-term view and exploring how the use of new materials can take Colebrook Bosson Saunders’ business forward over the next 5, 10 and 20 years.”

ENDS

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Note to editors:

Colebrook Bosson Saunders (CBS Products) design and manufacture innovative and elegant solutions that create space and comfort for people in a wide range of application areas. As technology develops at an ever increasing rate, so too do the opportunities to create stylish products to make that technology more meaningful to people's lives.

CBS's award winning products bridge the gap between furniture and technology, giving people the space and freedom to live and work in an environment designed around them. Through extensive expertise in ergonomics CBS create adjustable work spaces that promote a healthy and productive working environment.

CBS has a truly global presence; with offices in Europe, the USA, Australia and Japan, supporting a world-wide network of manufacturers, dealers and distributors.

www.colebrookbossonsaunders.com

The Materials Knowledge Transfer Network (KTN) is an overarching network of networks in Materials, set up to bring together the views of all in business, design, research and technology organisations, trade associations, the financial market, academia and others in the value network across the materials community. The Materials KTN and its network groups will provide a range of activities and initiatives to enable the exchange of knowledge and the stimulation of business innovation.

www.materialsktn.net

Materials and Design Exchange (MADE) brings together the communities of design and materials technology in order to stimulate innovation, promote the transfer of materials knowledge and improve the competitiveness of UK business.

MADE is part of the Materials Knowledge Transfer Network (KTN) funded by Government through the Technology Strategy Board, forging a link between designers and other sectors of the KTN concerned with metals, plastics, textiles and the full range of modern materials.

The core partners of MADE are the Institute of Materials, Minerals and Mining (IOM3), the Royal College of Art (RCA), the Design Council, the Institution of Engineering Designers (IED) and the Engineering Employers Federation (EEF South).

www.made.uk.net