



**colebrookbossonsaunders**

## **Colebrook Bosson Saunders collaborate with Materials and Design Exchange to accelerate innovation**

The Materials Knowledge Transfer Network (KTN) is made up of leading scientific, research and educational institutions. The Materials and Design Exchange (MADE) is one of nine “nodes” of the KTN founded to connect the Network with UK designers and manufacturers. MADE’s mission is to connect cutting-edge materials’ researchers with the UK design community.

The Materials and Design Exchange will carry out a pioneering secondment at Colebrook Bosson Saunders during September 2008. MADE will place a technical translator within the London based design company who will act as an interface between scientists and CBS’s designers and engineers. Whereas previously 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. Colebrook Bosson Saunders provide an ideal test-bed for the knowledge held by the KTN as a company with both the design and manufacturing capacity and the freedom to explore innovative ways of working.

Dr Bernie Rickinson, Operations Director of MADE states “whilst it is clear to MADE that Colebrook Bosson Saunders have an embedded understanding of the materials they currently use there are other types of materials that the company could explore to take product development forward. By learning more about alternative materials and processes there could be significant additional impact to help the company grow.”

MADE will carefully select materials technologists with a wealth of experience as well as their own network of contacts to look at materials currently used by Colebrook Bosson Saunders and explore solutions which might be more effective, produce cost-savings or be more sustainable.

For this secondment (the first of its kind) it was crucial that MADE work with a company that invents and has the freedom to take the outcomes of such a study to fruition. Peter Bosson, Colebrook Bosson Saunders' Director of Futures, Research and Development is also an advising Director on the Board of the Materials and Design Exchange. Peter says "we believe that the outcomes of the study will enable Colebrook Bosson Saunders to maintain our unique selling points and our edge over our competitors."

MADE's raison d'être is to work with British companies who hold the intellectual property and who may increasingly manufacture overseas, but export worldwide, to ensure that the UK remains the leading advocate of new technology, materials and processes. The partnership will not end with this first secondment, but will be made up of manageable chunks that Colebrook Bosson Saunders can learn from in their quest for an innovative supply chain, ideally from within the UK.

The third piece of the MADE jigsaw will be to connect the innovations made in materials and design with Government Procurement organisations. Such organisations, which are typically risk averse, will be involved in the product and materials development process enabling them to be fully engaged and to be reassured that innovative, sometimes radical design changes can enhance their procurement activities.

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](http://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](http://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](http://www.made.uk.net)