

snippets...

Supporting UK students

Louise Cochrane is a final year Product Design Engineering student at Strathclyde University.

She's just completed a successful 2 month internship as an industrial designer in our Beijing studio, and said it was an "amazing experience".

Clean-tech design success

We've recently designed a biomass gasification system that burns waste organic materials to provide a predominantly CO2 free synthetic gas for cooking and heating.

The design has enabled our customer to secure considerable investment to move the business forward.

New PER website

We've just launched a brand new website previewing our latest news and work.



Why not take a look at www.perdesignuk.com

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Putting Innovation at the heart of your business

Innovation is all about doing things differently, exploiting new ideas and taking risks. It enables businesses to bring new and improved products or services to market, re-energise brands, refine processes, and improve profitability.

An organisation must be fertile and inclusive for innovation to take hold. It's a big challenge that needs leadership from the top, but participation by all. Here are 10 essential steps that will help promote the innovative spirit:

- Commission some **market research** to better understand the changing needs of your market.
- Make sure you have **processes** and **events** to capture ideas.
- Create a **supportive** atmosphere in which everyone can freely express their ideas.
- Encourage **risk taking** and **experimentation**, and don't penalise those who try new ideas that fail.
- Promote **openness** between individuals and teams.
- Stress that people at all levels of the business share **responsibility** for innovation.
- **Reward** innovation and celebrate success.
- Look for **imagination** and **creativity** when recruiting new employees.
- Involve a **designer** in your project team as they're trained to challenge assumptions and can rapidly enhance your innovative capability.
- **Commitment** and **patience** is required from everyone as innovation doesn't happen overnight.

Contact us to get your **FREE Innovation Guide**.

Designing for cost-effective Chinese manufacture

Affymetrix, a NASDAQ listed pioneer of genetic analysis technology, has just launched a ground-breaking new product with the help of PER Design.

Researchers around the world use Affymetrix products to better understand the role genes play in conditions such as infertility, HIV, cancer and diabetes. But Affy wanted to bring their technology to more users in the research community - so their solution was to develop a new desktop instrument specifically aimed at

lower throughput labs with limited budgets.

Our Beijing team completed the design and engineering phase in just 4 months, followed by 2 months to commission production in China. Such a tight time-frame was critical for the client, and our local manufacturing expertise certainly helped make this possible. We went on to win a Red Star Design Award for our work, and Affy are now actively promoting the product globally.

To find out more, take a look at the case study on our website - www.perdesignuk.com

