Innovation through Design in Plastics

How a focus on design can create a leading edge for your company

The UK Plastics Processing Industry is subjected to ever intensifying global competition—to remain competitive, companies must operate at the cutting edge of technology and design—products must be more than functional, they must stand out.

The ever increasing need to recycle, customers moving upstream and the intensifying demand of the consumer present a growing challenge for component and product manufacturers alike. These challenges can be met through effective design.

The UK is renowned for design, Innovation Through Design in Plastics focuses on how to access design resources, how to better incorporate design and how to become a design led business.
SESSION 1: Design Sector

10.30 Innovate or Die
A look at the importance of innovation to the on-going survival of companies and support mechanisms available to drive innovation

10.50 What is Design? When should you start thinking Design?
A look at the design and innovation in plastics and how design is becoming a key element of success in transition of the UK Plastics Industry

11.15 How to Engage with Designers
What does the design world offer the plastics industry and how do we engage with it

BREAK

SESSION 2: The Customer

11.55 Becoming a Design Led company
An overview of how to incorporate design into your company. Design is a strong selling point, but how do you manage it and what are the pitfalls

12.20 Approaching Design with your customer
The relationship between OEM and plastics processor Dr Williams ex Jaguar looks at the key issues such as design for IPP, emissions reduction etc

12.45 Customer Expectation and the need for clarification
A look at what the customer expects for the plastics industry and what can go wrong - the presentation will include real life case studies

LUNCH

SESSION 3: Factors and Support

14.15 From Design to Product
A look into how to turn a design into a functioning product

14.40 The contribution of the Toolmaker to design
A look at how the toolmaker can support the design process

15.05 The contribution of the Materials Supplier to design
A look at how the materials supplier can support the design process

15.30 Design for the Environment—Cleaner Design
The importance of considering the environmental impact of design

15.55 How should we as individuals and the Industry react
A 20 min workshop looking at the key lessons learned
Seminar Outline

This seminar is designed to help the UK plastics sector focus on design and explore mechanisms by which the plastics processing sector can interact with the design fraternity. **Innovation through Design in Plastics** will examine the options for improving your design capabilities, give an overview of support out there and investigate how better design can give you an edge.

Supporting well known names from the plastics sector like Dupont, Delcam, PERA and the High Technology Group (3 times winner of the Plastics Processor of the Year Award at the Plastics Industry Awards) are leading experts from the field of design including, the Design Council, Stephen Frazer, Managing Director of Frazer Designers (leading product designers— responsible for the Sky + remote control) and John McLoughlin of Polynnovation who has worked in plastics design for processors, material suppliers, customers and as Senior Lecturer in Product Design and Design Studies at Nottingham Trent University.

Who Should Attend

The event is designed specifically to support plastics manufacturing businesses and materials and additive suppliers. The open style of the programme suits strategic management such as Chief Executives and Technical Directors seeking a new direction for their company or looking to benchmark their activities versus others in the industry. Designers and design managers are also welcome to share views—taking a step back and can often help develop fresh new approaches.

What Will I Learn

- What support is out there to help you improve your design processes
- How to engage with the design world
- The Latest Design Trends
- How to incorporate better design
- What constitutes good design

Venue:

- **Address:**
  British Plastics Federation,
  6 Bath Place, Rivington Street, London. EC2A 3JE

- **Directions by Train**
  Nearest underground station is Old Street (Northern Line) - leave by exit 3. Kings Cross, Moorgate, Euston and Liverpool Street are within easy reach.

- **Registration Fees:**
  BPF members: £80.00 + VAT | Non-members: £120.00 + VAT

The BPF Seminar takes place at the BPF Offices in London. Registration is from 10am.

**INFORMATION ON TABLE TOP EXHIBITION SPACE AVAILABLE ON REQUEST**
Innovation through Design in Plastics

For further information please contact:

Doreen Greenaway at the BPF:

Email: dgreenaway@bpf.co.uk  Telephone: +44 (0) 20 7457 5047

Fax: +44 (0) 20 7457 5045

Post: BPF, 6 Bath Place, Rivington St, London, EC2A 3JE

REGISTRATION FORM FOR SEMINAR 12th April 2006

PLEASE FAX OR POST BACK TO THE ABOVE ADDRESS

BPF MEMBER  No. Delegate spaces that you wish to reserve

Your Name

COMPANY NAME

Address

Phone

EMAIL

DELEGATE NAMES:

Method of Payment:  □ Cheque (enclosed)  □ Visa  □ MasterCard  □ Switch

Credit Card #

Security #  Exp. date  Issue Number

PRICE:  BPF MEMBERS  —  £80.00 + VAT

NON BPF MEMBERS  —  £120.00 + VAT

TOTAL (EX VAT) £

VAT £

TOTAL: £

Company Name

Email

Terms and Conditions

All payments must be completed by the commencement of the seminar. A VAT receipt will be issued on receipt of your payment and forwarded to you together with joining instructions.

Cancellation: If you are unable to attend after having confirmed your registration, please inform us in writing so that your registration may be transferred to any member of your company.

Refunds: A charge of 20% will be made on written cancellations received before 1st April 2006—No refund will be given after this date.

The British Plastics Federation is a company limited by guarantee. Registered in England no 282883

This literature is correct at the time of going to print, however the BPF reserves the right to alter the programme without prior notice.