

# Ten years at the top

**DCA** celebrates ten years at the top with another award winning year

In 2014, DCA Design International, the Warwick-based product design and development consultancy celebrated topping the Design Week rankings for product design for the tenth year in a row. DCA also collected a further round of awards for their work in a number of different business sectors underlining their reputation as one of the world's leading product design consultancies.

DCA's largest business sector continues to be medical, led by Managing Director, Rob Woolston. "The company's medical device team had a very busy and exciting 2014 developing many devices for leading companies across the world" comments Woolston, "Of award winning note in the year was Sanofi's new Lyxumia® pen-injector for diabetes patients in Japan which won a prestigious Good Design Award; issued by the Japan Institute for Design Promotion. The new Lyxumia® pen is the result of a rigorous device development programme undertaken by Sanofi and DCA and builds on the hugely successful, multi-award winning SoloStar® device platform", explained Woolston. "The new Lyxumia® pen represents another good example of our approach to design. This is a device that has been developed with very careful consideration of the intended market and for the needs of users within that market. We are



delighted that this product has been recognised with this prestigious award."

During 2014 consumer healthcare has continued to be a high growth area for DCA, with recent award winning work in oral care. DCA's partnership with the GSK Global Design Management Team has won one of this year's

red dot awards with the Aquafresh Milk Teether. DCA's Peter Kay explains "Specially designed in collaboration with Paediatric Dentists and as part of a larger oral care range designed by DCA, the new Milk Teether is a unique multi-functional teether, which brings Aquafresh's dental health credentials to the category's youngest initiates."

A number of product launches during 2014 continued to consolidate DCA as one of the leading product design consultancies working in the FMCG sector.

DCA worked with JKR, Metaphase Design Group, Inc. and Anheuser-Busch InBev to create a new can form for Budweiser. The Budweiser Bowtie can was named a runner up in the Core 77 Design Awards for 'Best Packaging Design of the Year'. The bowtie-shaped can mirrors the logo, bringing the brand to a whole new level of marketing.

In the personal care category DCA was involved in the creation of the new aerosol can for LYNX body spray. The new can was a result of a close partnership with the Packaging Development team at Unilever's Deodorants Global Design Centre in Leeds, Seymour Powell and Elmwood. DCA applied a concurrent engineering approach from the early stages of the project working closely



with SeymourPowell's design team. Through technical creativity DCA were able to provide the confidence that the desired 'magic' could be realised, and this in turn gave greater confidence to push the boundaries of what could be technically possible. DCA helped Unilever to then successfully engineer this sensorial experience for the user, in a very high volume, low cost product. Paul Howells Unilever's VP R&D Packaging commented: "It's been a long and challenging journey but the result is outstanding! DCA have been our partner on this journey, which is a superb example of collaboration between our organisations". This project is the latest in a growing list of close collaborations and launches between DCA and Unilever's Deo team. Over the past 4 years, this has included increasing levels of development input in the realisation of aerosol and stick deodorants for Sure for Women and Rexona for Men.

Nick Mival, DCA's director who leads consumer work said "We have spent the last 10 years building our multidiscipline offer for FMCG brands and are delighted to see more launches this year for some of the world's biggest brands. As we grow we are looking to continue to build our FMCG offer while developing our consumer electronics work. We have found our mix of brand knowledge, strong ID and usability with technical strengths in electronics, software and mechanical engineering, are a perfect



combination for the connected digital world. With this in mind we are particularly excited about winning three of this year's prestigious Red Dot Concept Awards for consumer products'.

Earlier this year, DCA's transport team also showed their strength in industrial design with design concepts for Singapore Airlines' First and Business Class seats. DCA's work began with an initial research phase to identify and respond to major trends in behaviours and expectations amongst high end air travellers. One such insight was the growing tendency for business travellers to take partners or families with them on business trips.

This informed both the First and Business Class seating concepts. Rob Bassil, DCA's technical director explained "In First Class we have provided an extremely spacious, cossetting and luxurious space for an individual traveller that works equally well as an intimate shared space for a couple travelling together. The main seat can be split in two with each half controllable independently while the large format screen can be configured to display two different outputs if necessary. Or, the companion can use the high quality buddy seating area. Alternatively, the space can easily accommodate four people, including the option to dine together. The story is similar in Business Class. A rising screen and substantial

Opposite top | Luma, portable video projector Red Dot Concept winner  
Opposite bottom | Pen-injector  
Left | The class 800/801 Series train interior  
Centre | Singapore Airlines first class seating concept  
Below | Engineering the experience of the new Lynx/Axe deodorant can



sliding door provide the ultimate in privacy for the lone traveller. Conversely with the screens lowered social interaction between adjacent seats is easy and engaging."

The majority of DCA's transport work during 2014 continued to be in rail sector with the completion of the Class 800/801 series train mock-up for Hitachi Rail Europe. The project was under the spot light twice with the Queen reviewing a 1/20th scale model of the train as part of her recent visit to officially open the revamped Reading station and secondly when the then rail minister, Stephen Hammond visited DCA to view the full size mock up. During Mr Hammond's visit Hitachi's Andrew Rogers explained the process that Hitachi and DCA have followed to develop the passenger and cab interior designs. This inclusive process had actively engaged with the widest possible range of stakeholders and the mock up had been a key communication tool in this process, helping the interested parties to provide input into the development and acceptance process. The train is due to enter service in the UK as part of the Intercity Express Programme (IEP) from 2017.

**DCA**  
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