

## Brisbane's Designworks on international stage

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Mobile phone users will be the first to benefit from revolutionary technology aimed at improving service efficiency, after two Brisbane-based businesses were recognised for the design of their product at the 2009 Australian International Design Awards.

Designworks and Triasx have developed the 'Triasx Companion' - a high tech fault-finding instrument used in the telecommunications industry - which claimed an Australian International Design Award in the Business & Technology category at the Gala Event held in Melbourne on Friday 29 May. Judges were impressed with the high level of design show in a product category where it is often neglected.

The product was also part of the 2009 Powerhouse Museum Selection and will be on exhibition at the Powerhouse Museum in Sydney from August 2009.

Brisbane based electronics manufacturer Triasx engaged Designworks to collaborate on the design of the Companion. Their team of technical and creative professionals made the complex device easy to use, rugged, and appealing to global players in the telecoms industry.

Design Principal, Warren Schroder said he was proud to see Brisbane designers up there with the best of them. "It's great to win the award and see the Brisbane design community going from strength to strength," he says, referring to other local design consultancy CMD who took out the 2008 design award.

"It shows that local manufacturers who invest in professional design can make their products competitive on an international

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stage which is so important in these challenging economic times”

Other Queensland companies Delvtech (sports-haler), Digga Australia (i-drive) also received awards this year.

Designworks have also recently won a coveted German Red-Dot design award for their revolutionary Secure Pod personal safe manufactured by Gunnebo Security Group (Chubb).

The Australian International Design Awards are held every year to recognise and promote design excellence for products sold in Australia.

### **About Designworks Group Pty Ltd**

Founded in 1991, and based in London, Brisbane, and Hong Kong, designworks provides complete product development services from concept to production. The Brisbane office was established in 2005 aiming to provide the emerging high-tech industry with integrated design and innovation services.

Designworks offers industrial product design, development, prototyping, sculpting, engineering and manufacturing across many different markets and industries.

Designworks expertise includes medical design, consumer goods design, toy design and games development, transport design, furniture design, sports and leisure equipment design, industrial equipment design, office products and homeware design, baby products design and automotive design.

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