



ENTRY FORM FOR NEW PRODUCT OF THE YEAR

BEFORE COMPLETING THIS FORM, PLEASE READ THE GUIDELINES ON THE AWARDS WEBSITE

Entries can be made either for a new product or for an updated version of an older product. In the latter case, the judges will need to see evidence of a significant performance improvement over the previous generation product and/or a significant reduction in product cost. Evidence must also be supplied that confirms the design process for entered products started no earlier than 1 January 2008.

The judging panel will use the information supplied to assess the quality of the entry. It is in your interest to supply as much relevant information as possible in order to assist the judging process.

ENTERED BY: JOHN SMITH.....
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ENTRY APPROVED BY: JOHN DOE
JOB FUNCTION: MANAGING DIRECTOR

Award category entered: **MECHANICAL**
(delete as appropriate) **ELECTRONIC**

PRODUCT NAME: **GIZMO MARK III**

Product description, including target market(s). (max 250 words)

The Gizmo Mark III is an electromechanical transmission unit with variable input and output configuration, used primarily in industrial applications. The Gizmo Mark III is supplied in a compact square housing, which helps our customers to maximise the use of the available space in their OEM products. Despite its relatively small size, the Gizmo Mark III produces a large output and the part has been designed to withstand 100% overload. Smooth performance lends the device to application across a wide range of sectors.

How did you assess the need for this product/upgrade?
(max 250 words)

We have been closely involved in the market for the Gizmo Mark III for several years and earlier products have been shaped by customer feedback. However, further market research established the need for a device that is more efficient. In particular, we found customers were not only looking for a smaller housing, but also for higher output.

For new products, please explain the innovative content of the design and its contribution to overall performance (max 250 words)

The Gizmo Mark III differs from other products on the market in that it uses significantly fewer individual components and makes use of modern plastics, instead of conventional metal components. Not only does this improve the device's efficiency, it also improves its manufacturability by taking four steps out of the traditional manufacturing process. All Gizmo devices are produced using the same modular format. This design ensures a more efficient use of space, but also provides benefits like extended life, lower noise, higher output and better load capacity. This, in turn, leads to longer product life. The modular approach not only allows a product family to be developed, but also variants of those products. Typical efficiencies can reach 98%.

For upgraded products, please supply information on performance enhancement, product cost reduction and/or design cycle time reduction. Supporting information should be provided separately. (max 250 words)

Gizmo Mark III brings a 40% improvement in output power over the previous version of the device, while the housing size has been reduced significantly. Through the specification of the OkiKoki 123 and new materials, we have been able to reduce the Bill of Materials for the Gizmo Mark III by 47%. Meanwhile, the application of new design software at Gizmo Ltd has reduced the design cycle by 25% and the device was taken to market in 14 months. Not only was this five months faster than the time taken to develop and market the Gizmo Mark II, it was also two months ahead of schedule. This allowed Gizmo to gain a significant market advantage over its two nearest competitors.

*** Please see CAD drawing, product brochure, product development schedule and Bill of Materials spreadsheet supplied separately.**



To help the judges evaluate your entry, please describe one significant event during the design process for this product.
(max 100 words)

Although the Gizmo development process has been continuing for some years, we found the introduction last year of the OkiKoki 123 allowed us to improve the part’s performance significantly and reduce component count. Without this, we would have only been able to provide incremental improvements in performance, rather than the substantial boost provided by the Gizmo Mark III.

Award to be received by:

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PLEASE REMEMBER TO INCLUDE SUPPORTING INFORMATION WHERE REQUESTED. THE JUDGES WILL USE THIS INFORMATION TO ASSESS THE QUALITY OF YOUR ENTRY.