

TITLE: Sustainable Design Success

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Locus Research, a design company headquartered in Tauranga with offices in Mount Maunganui and Ponsonby, Auckland has won the overall exemplar for small business in the Price Waterhouse Coopers and Fairfax Media Sustainable 60.

Founder, Timothy Allan outlines "We set out to develop an integrated design company that operates across the spheres of product and service, brand, sustainability and business. This award recognises a great deal of work operationally and in the public domain over the last seven years. To be awarded within a business domain is particularly pleasing as it illustrates that we are an integral part of our clients businesses".

This award tops off a great year for Locus Research and their clients: they were awarded the Sustainable Design and Innovation award in the Central Region for the 'Cortex' cladding system and being a Semi-Finalist in the Focus on Health initiative for the 'Encircle Medical Devices' and were awarded silver and bronze at the Best Design Awards. In addition leader of our design team Blythe Rees-Jones was awarded the Biella Merino Ambassadorship and travelled to Italy and was a finalist in the young professional of year in Tauranga.

Blythe Rees-Jones also notes "As our work is always very collaborative any success we achieve is often down to collaborating and working with great companies"

Locus Research has integrated sustainable design practice and life cycle thinking into product development since its inception in 2002. This has led to research and presentations both nationally and internationally on the subject and the development of educational material for New Zealand companies and designers.

"Sustainability and life cycle thinking have always been important to us but they can only work effectively if they are operationally integrated and supported from the top" Timothy states that within Locus Research it is an integrated part of how Research and Development projects are delivered "Whilst we can provide specialised management services for environmental issues it is better if it is part of a wider programme of activity"

The company has also developed material to help companies and other designers better understand how to undertake sustainable design and life cycle thinking in product development. "lifting New Zealand's capability and capacity in sustainable design is going to be essential to our ability to deliver innovation in the future for exporting companies".

Locus Research is a vertically integrated design company that operates from design research to product launch, providing a single point of contact throughout the product development and commercialisation life cycle. Founded in 2002, Locus Research has pioneered the use of life cycle thinking in product development and lectures nationally and internationally on the topic.

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