

TITLE: **Success at the Best Awards**

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Several projects have been selected as finalists for this years Best Awards. This recognises the work of the development team and the companies themselves. Both of these development projects have been full programme developments with Locus executing the research, product, brand and directly assisted with commercialisation and intellectual property.

Pacific Wood Products 'Cortex' exterior cladding system

<http://www.pwp.co.nz/product/cortex/index.html> was a finalist in both the Non-Consumer Category and the Sustainable Product Category. It received a Silver in the Non-Consumer category <http://www.bestawards.co.nz/2009/finalists/0556.html> and narrowly missed out on the SPD award <http://www.bestawards.co.nz/2009/finalists/0564.html> to the excellent Be Chair from Formway.

Drybase Internationals new 'Drybase' product system <http://www.drybase.com.au/> Was also a finalist in the Non-Consumer category and was awarded a bronze <http://www.bestawards.co.nz/2009/finalists/0338.html> .

Locus Research would like to congratulate its clients Pacific Wood Products and Drybase International for their success at the 2009 Best Awards.

**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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