

partnership

succeeding through innovation

Case Study: Accordial Manufacturing Ltd. and
De Montfort University

"The benefits to the company have been very well worthwhile, now and for the future. We have been indebted to the way the Partnership has helped us to utilise the University's expertise and facilities." **Martin Sarsfield, Operations Director**

Background

Accordial are manufacturers of acoustic movable partition walls. Prior to the project the company manufactured products under license from their parent company. Accordial recognised the need to have their own in-house capability to design and develop its own products to become independent.

Objective

2 year project: To establish and embed design, innovation and new product development systems and processes.

Company benefits

The new product development capability has provided a platform for future product development which will help secure the company's position as market leaders in their field. Accordial are now able to conduct sound transmission testing and offer a consultancy service, which differentiates them from their competitors.

Key benefits:

- The business grew by 20% in 2011
- Knowledge disseminated throughout the organisation
- Manufacturing own products and improving existing products
- Diversifying into new markets
- Employed Associate as Product Development Engineer
- Qualified acousticians at the company

Associate benefits

- Diploma in Acoustics and noise control
- MSc Industrial Design and Engineering
- MSc Applied Acoustics
- CMI Level 5 Diploma in Management
- STEM Ambassador - recognition at a national level
- Member of the Institute of Engineering Designers IED
- Member of the Institute of Acoustics IOA
- Member of the Chartered Management Institute CMI
- Member of the Engineering Council EngTech
- Conference paper presented



David Bolton

Nick Rowan

"The KTP scheme is the most valuable partnership I have ever been involved in, not only does it allow you to manage an extremely challenging project with the support of a local university, it provides the funds to further your education and skill set to better suit the requirements of the challenge."

Nick Rowan, KTP Associate

University benefits

Key benefits include becoming a Fellow of the RSA (an organisation committed to finding innovative practical solutions to today's social challenges), which has enabled links with an organisation whose annual design competitions play a key role in the School of Design's BS (Hons) final year studies. The project has also supported the launch of a tripartite defibrillator research study.

Partnership outcomes

The parties are maintaining links via work placements for suitable BSc Design students and through the availability of DMU's prototyping and testing facilities. Nick Rowan will be providing a series of guest lectures to undergraduates on BSc and BA Product Design.

Get in touch

For more information about how we can help your business, call (0116) 257 7028 and speak to a member of the Knowledge Exchange Team, alternatively visit dmu.ac.uk/ktp

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