

# Knowledge Transfer Partnerships

## Knowledge Transfer Partnerships

### Key Benefits

- Knowledge Transfer Partnerships are designed to benefit everyone involved
- Businesses will acquire new knowledge and expertise
- KTP Associates will gain business-based experience and personal and professional development opportunities
- Universities, colleges or research organisations will bring their experience to enhance the business relevance of their research and teaching

Knowledge Transfer Partnerships Accelerating business innovation; an Innovate UK programme <http://www.ktponline.org.uk>

## 4G Design Limited



### About this Case Study

4G Design Limited worked with the De Montfort University on this Knowledge Transfer Partnership (KTP). The aim was to develop and embed new approaches to sustainable design in retail fixturing, and present validated quantifiable benefits of the commercial impact of new designs and materials.

## Fast Facts

- Life Cycle Assessment / Total Cost of Ownership (TCO) specific to retail fixturing
- Design for manufacture relating to the properties of novel materials, including FEA
- New materials research and data gathering
- Technical design/CAD drawing skills that developed a menu of closed loop replacement products to present to clients
- 4G Design Ltd are expecting £150,000 in annual sales turn over in three-years time
- Ongoing collaboration and expertise for the University
- Strengthened the teaching of sustainable design

## The Project

“Having worked with DMU for a number of years now the KTP became a natural progression of our working together. I have found the experience very positive and as a business it has given us some real benefits.

The University certainly gave us another perspective to what is achievable, also affording out business and independent accreditation in our industry. I would certainly recommend a KTP to other businesses.”

Peter Dawes, Managing Director, 4G Design Ltd

4G Design Limited holds a unique place in the retail supplier market, with a focus on sustainable retail design evidenced via Ecomapping and Ebadge. They have established their reputation for innovative and create thinking, challenging the norm with a view of “if you have been doing something or using something for longer than a year then there is a very likely a better more sustainable way of doing thi

### About the project

4G Design Ltd had initially started to investigate new materials and processes for sustainable design in retail fixturing, and required De Montfort University academic expertise in order to bring this development to a level suitable for commercial exploitation.

### Benefits

The KTP project has provided the ability to compare one design with another, using factual data to prove the Total Cost of Ownership (TCO) of a product. This has enabled the company to provide quotes for cost and environmental savings with greater accuracy, giving the business more credibility in the market place and boosted the designers with skills to make design changes with the ability to gauge the impact of the changes to TCO.

As a result of the project 4G have also developed new Ecomapping TCO process that is now capable of being used online, and are working towards an industry accreditation developed alongside BRE and SDEA - two leading industry bodies. This will fulfil a training strategy for the company.



Image information here

“Taking part in a KTP is a very rewarding process that can aid the development of all those who take part. It brings a fresh perspective and broadens the knowledge scope and potential of those engaged in the KTP process.”

Alan Crummey, Programme Leader and Senior Lecturer in Product Design, De Montfort University