

*between the lines*

## NZ Product Accelerator

NZ Product Accelerator is a MBIE funded programme

January 2016

### Collaboration gets it done ..



Congratulations to Ryan Guy (left) winner of the Frucor 1st Prize for Industrial Design Excellence in Brand Fame. The design excellence award was an initiative facilitated by the NZProduct Accelerator between Frucor Beverages and Victoria University School of Design. Students in the final year design course were given the task individually of linking Frucor brands with emerging technologies.

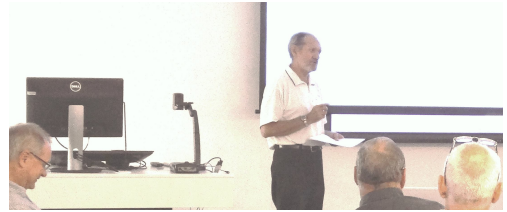
"Most memorable from project work and so simple. Ryan presented a very well integrated idea (demonstrating design & technology) which was perfectly on brand. The connection to Victoria University Design students, through the product Accelerator, provided us a new ability to not only connect with our target market but to utilise NZ's finest design minds on real world brand design challenges while gaining valuable industry perspective," Alistair Sayers, Packaging Manager, Frucor Beverages..

"The 'real world' challenge is indeed the great benefit of collaborating with industry partners. For the students, it gives an imperative to their projects that can otherwise be easily dismissed - that to be successful as designers they not only need to understand the needs and expectations of their client, but the client's customers as well. It also helps them to understand that a good client is not looking for more of the same, and that this is their opportunity to bring new insights to the table, to have a voice as it were in the way the company operates and positions itself, and that should be their future role in industry," Professor Simon Fraser (School of Design, Victoria University of Wellington).

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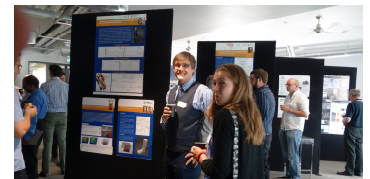
Steve Wilson (MNZM, FNZIM), Executive Director Talbot Technologies; NZProduct Accelerator Industry Advisory Board

### Pushing back the frontiers ..

Photos from the NZProduct Accelerator Research Programme Meeting 27th - 28th Jan 2016. 55 scientists, engineers and students attended.

*For the outcomes of the meeting and posters produced from our network partners, visit*

[www.nzproductaccelerator.co.nz](http://www.nzproductaccelerator.co.nz)



Julian Schutte (above) Massey University



Tyler Harlen, Alasdair Tarry, Isabella Molloy, Tessa Brownlee, Katie O'Brien, Mark Wilson and Nick Lyford from left. School of Design VuW

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