Innovation – Technology Drivers

Session VI
March 2023
Alan Mumby

teabags in the UK

razors in the USA

social enterprise in South Africa

feeling comfortable on an airplane Europe & America

making coffee in Switzerland

educational toys

Tetley

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Tetley a leader in the world teabag market

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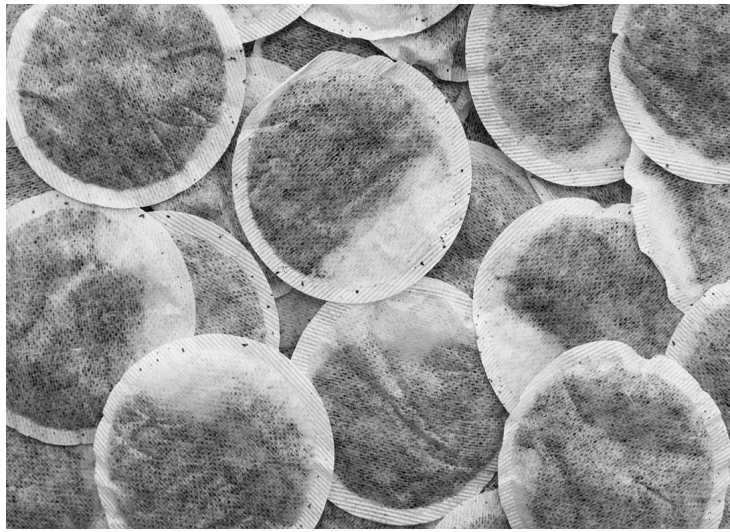
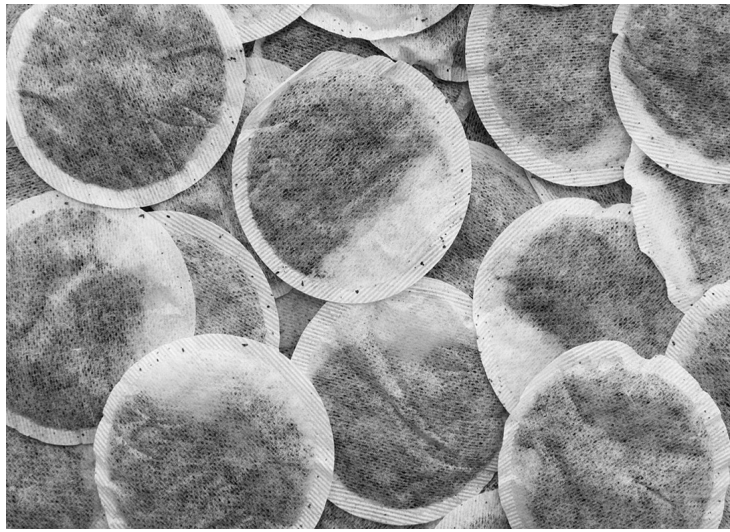
promote the idea that....

”....round teabags allow the tea to go round in circles and therefore make a better brew...”

How ?

So at the design and development stage the company decided not to discuss round teabags with its supplier of manufacturing equipment. Instead, it hired engineering consultants to develop a completely new manufacturing line for round teabags.





Because of this, when the new product was introduced, competitors were unable to obtain similar manufacturing equipment and Tetley maintained its lead.

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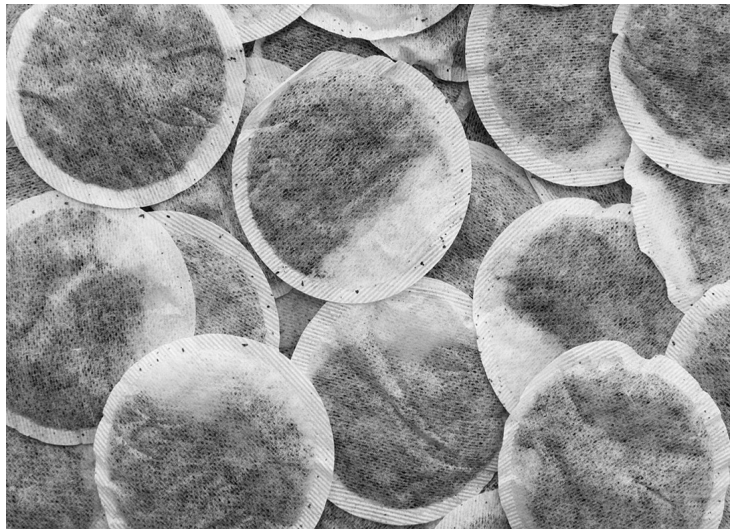
"...innovation is critical. It's really important to continually bring new and fresh things to market which surprise and delight, whether that's simply a new blend or flavour, an entirely new product or a new route to market..."



Andrew Dobson, Director of Engineering innovation at Tetley

Gillette®

First-to-market product

To some, innovation is inextricably linked to a first-to-market strategy.

Many breakthrough products have captured the imagination of many people.

First-to-market product

But there's a downside of being first to market….

competitors can quickly copy your innovation if you have not thought of ways to protect it.

Worst of all - a competitor's 'copy' that's better than your original.

First-to-market product

First to market

Gillette developed an advanced razor, with its characteristic three blades set at different and very precise angles.

First to market

Second to market

Boots quickly introduced a good copy of the product at a fraction of the retail cost..

How, Why.....?

First to market

Third to market

Wilkinson Sword introduced a four-blade razor.

When products are easy to copy, competitors can 'leapfrog' the original features.

First-to-market product

This made Gillette more dependent on expensive television advertising to try and protect sales of its product.

So Gillette

introduced its

‘Fusion’ product

with five blades.

So Gillette introduced its 'Fusion' product with five blades.

Copied in a much cheaper form by the US Rite Aid pharmacy chain.

All good things come to an end …..

…there can only be so many blades on a razor..

So now the focus switches from the number of blades on a razor to.....

.....automatic skin hydration.

LUMKANI

Lumkani is a social enterprise that has developed an early-warning fire detection device, designed to address the challenges of shack fires in the townships across South Africa and similar settlement types around the world.

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LUMKANI
SAFER TOGETHER

#LetsStopFire

"Johannesburg: Fire in township leaves thousands homeless…."

The developers of the new product had been spurred on by the enormity of fire risk in South Africa's townships: between 2000 and 2010, 250,000 people were displaced because of fires.

LUMKANI
SAFER TOGETHER

#LetsStopFire

"Johannesburg: Fire in township leaves thousands homeless…."

Smoke-producing cooking is common in the township settlements, with the usual method of cooking is with gas, 'open-fire' cooking is still quite common.

LUMKANI
SAFER TOGETHER

#LetsStopFire

Lumkani's detector senses an increase in temperature rather than smoke, which reduces the chance of false alarms and accurately detects hazardous fires

- simple mouldings
- simple electronics

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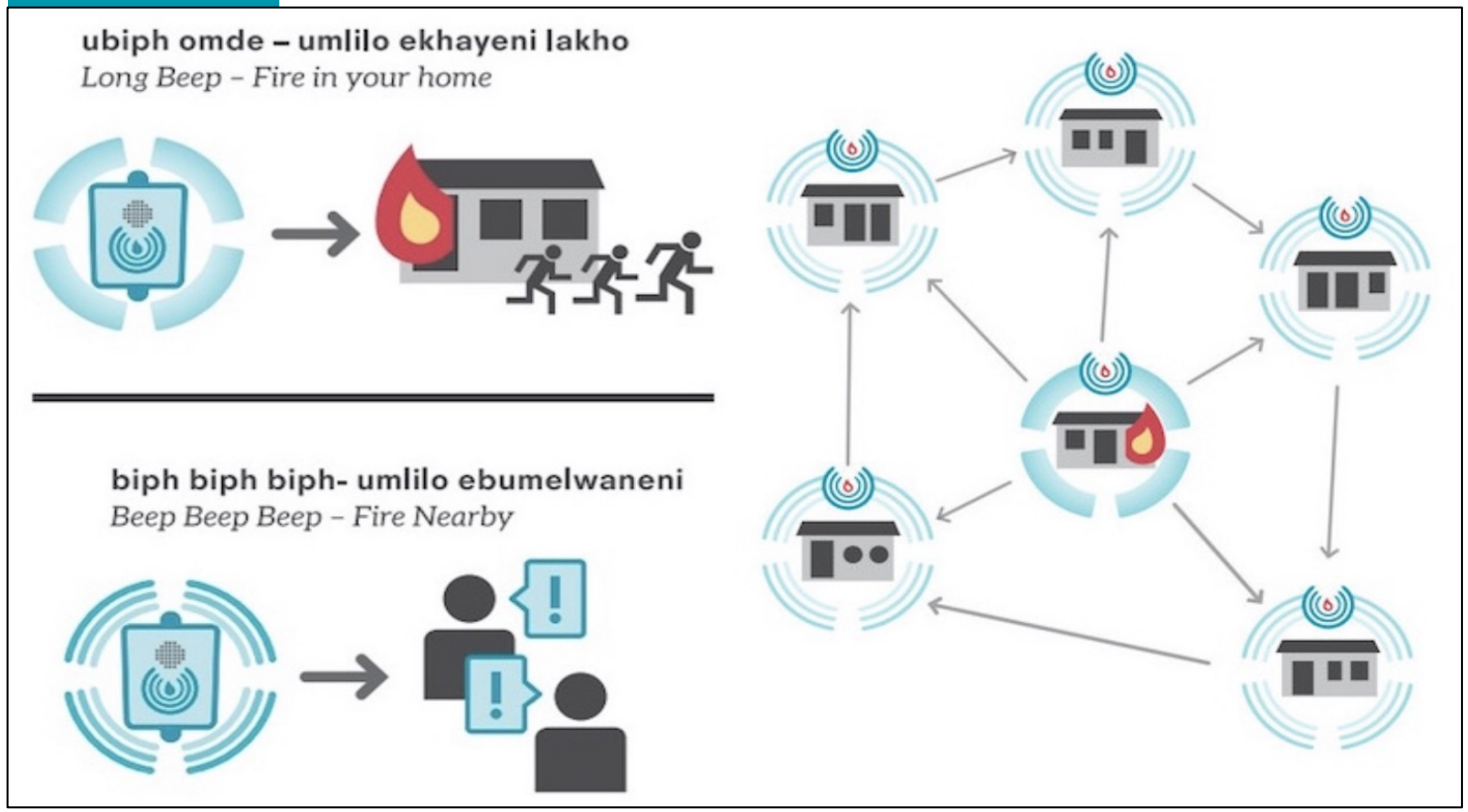
LUMKANI
SAFER TOGETHER

#LetsStopFire



The developers recognised the need to make this a community alert.

AIRBUS

BOEING

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Airlines need well-designed passenger cabins and Boeing and Airbus are being challenged to provide more innovative cabin design within the limitations of the space available.

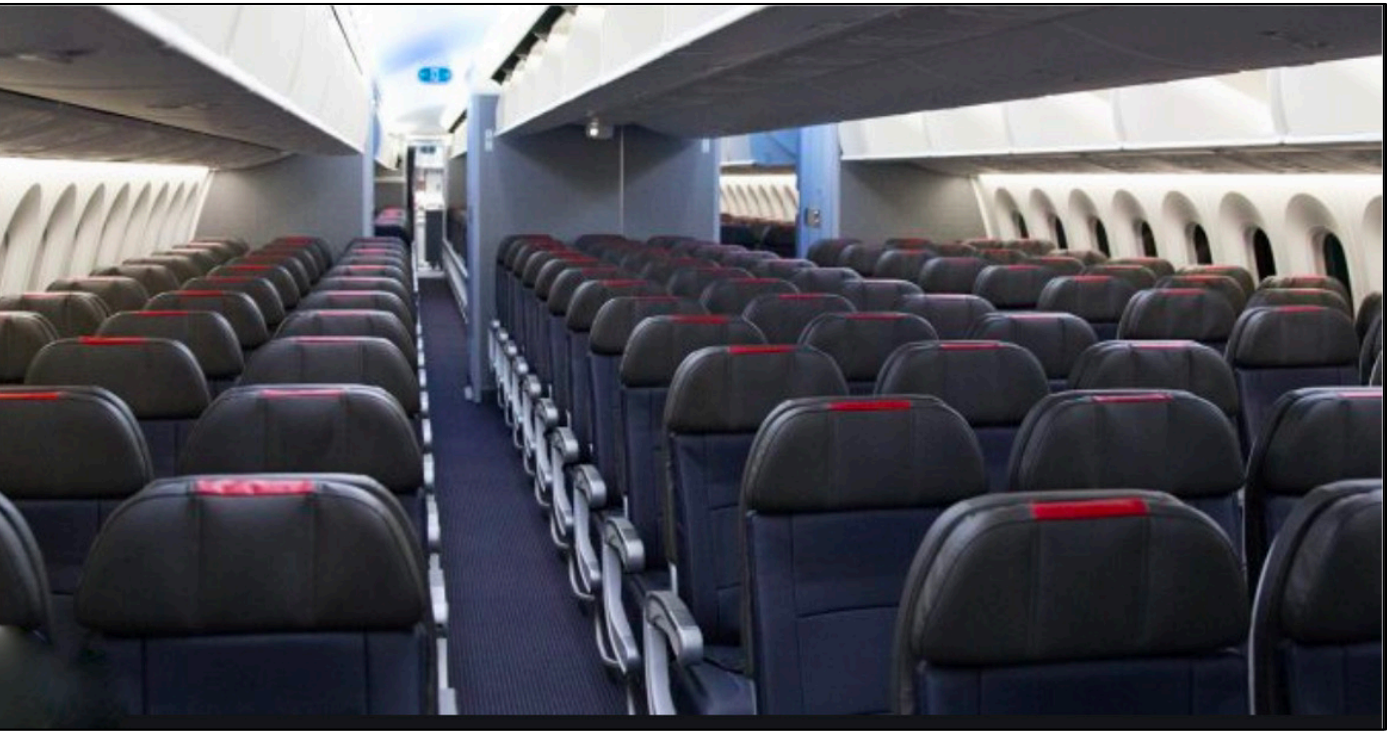
The ambient conditions, such as air quality and temperature, need careful control

but the main focus is now on the spatial layout, more comfortable seating and cabins that are spacious.

The ambient conditions, such as air quality and temperature, need careful control

….or should that read …

…….that give the impression of being spacious.



Perception plays a key role and so the subtle use of décor, mirrors and dividing walls. and lighting can give the impression of more space, by reducing shadows and other effects that make passengers feel more cramped.

jura®

SWISS MADE

Jura was founded in 1930

first product was an electrical iron.

Jura designed its first coffee machine in 1939, it now has 685 employees worldwide and revenues of €357 million/£307 million.

* NB Manufactured by Eugster/Frismag in Romanshorn, which also manufactures machines for other brands such as Siemens, Bosch and AEG.

The top-selling Impressa Z5 was the first machine to make a cup of really frothy cappuccino at the press of a button.

Jura's R&D has expertise in coffee grinding, brewing and producing excellent frothy milk.

All this requires expert knowledge in a number of disciplines, from mechanical engineering, to the physics of foams and the use of control software.

The Z5 is designed for easy maintenance.

e.g. in contrast to many other products on the market, the grinding mechanism is self-cleaning.

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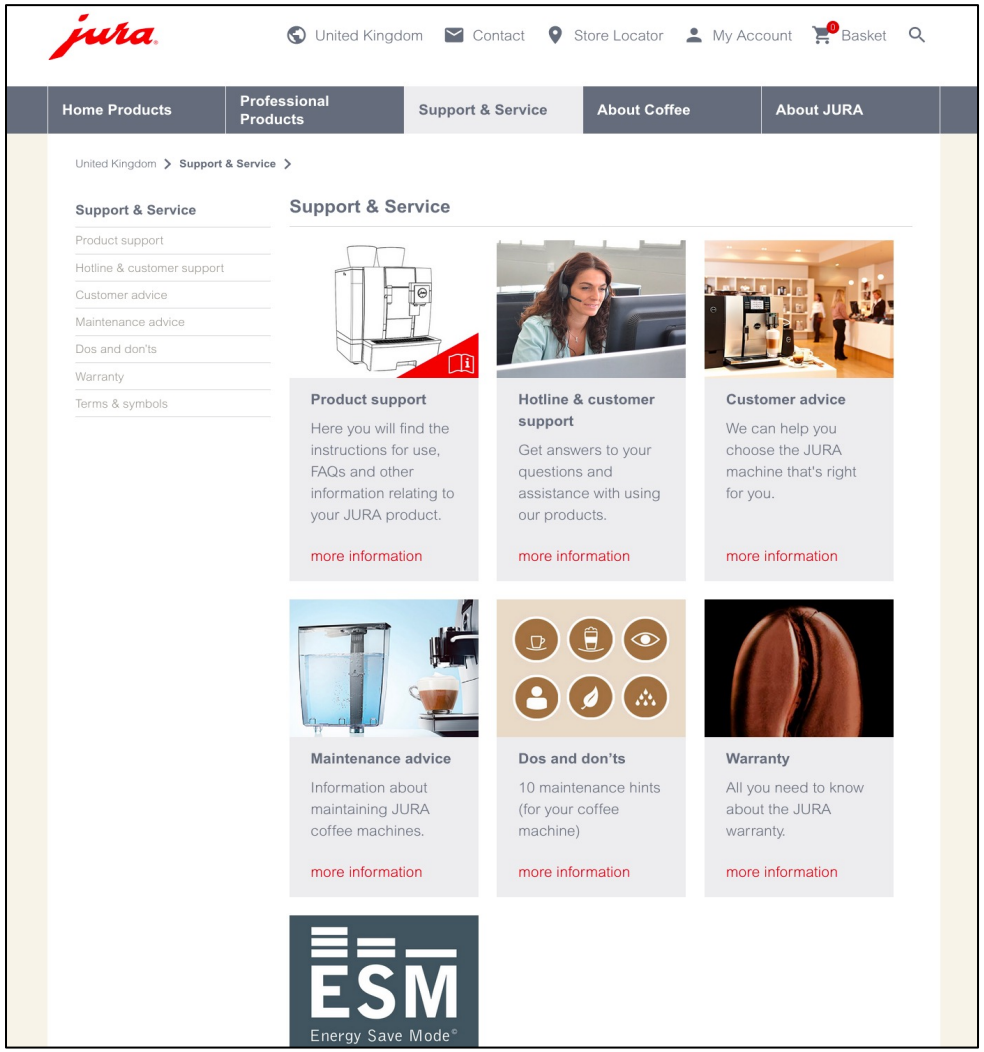

Experienced and professional service personnel carefully explain how to get the Z5 working again, sharing tips such as using a toothpick to readjust a faulty detector.

Swiss owners can drive to Jura's state-of-the-art 'service factory' where they can personally watch while the problems with their machine are diagnosed and the repair.

LEGO

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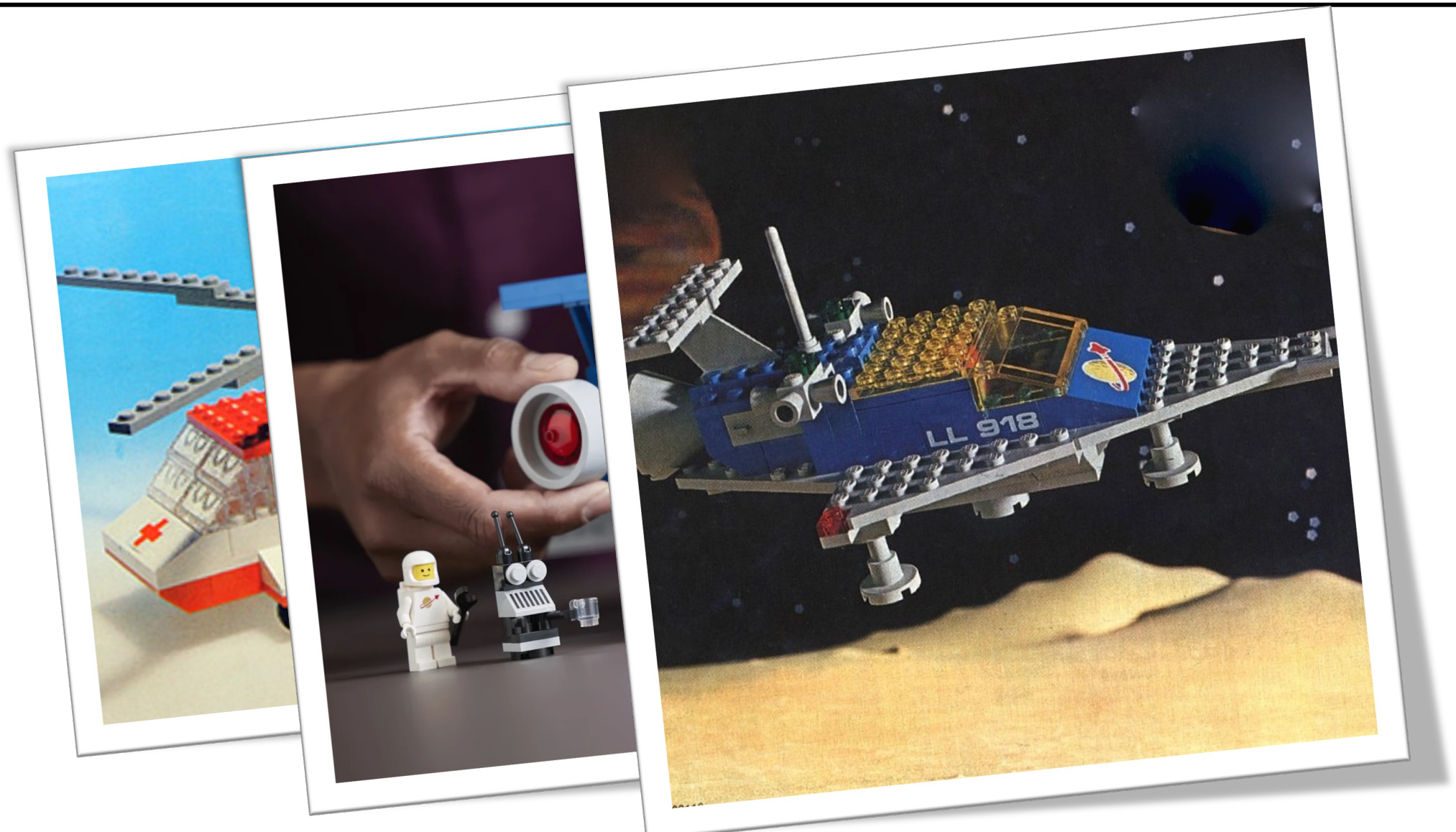

yours for £154

LEGO
TECHNIC
Ages/edades
12+
42100
Liebherr R 9800
Excavator
4108
pcs/pzs
Smart device required
but not included
batteries
not included
LIEBHERR
LEGO® TECHNIC™
CONTROL+
LIEBHERR

Bargain at £385

image needed of exited young child playing with the toy ?

image needed of

exited young child

playing with the toy ?

copied from
John Lewis website

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1. So, what happened to Lego?
2. How were they were loosing £216,000 everyday
3. Did they fix it?

Read the paper and prepare to discuss the content.