

PRESS RELEASE

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Morag Hutcheon, Design Director at Quadro Design Associates spoke at this month's She's Ingenious meet up at the British Library.

Her presentation – Getting a Product Designed and Manufactured – got a 5 out of 5 from delegates as she shared her experiences.

Not only has Morag designed high-profile consumer products for big brands such as Pyrex, Toshiba and AT&T in her 19 year career, but she has also notched up the experience of turning two of her own award-winning inventions into businesses – her Pre-Vu technology, and recently her new range of active sportswear bags branded Two Zero.

'It's always a rewarding experience to talk with others about the new product development journey especially when the response is so positive.' She said. 'I've been in a profession that has allowed me to work in many different industries in many different parts of the world. I'm very pleased to be able to share some of the knowledge and experience I've accumulated to help others on their journey.'

She hopes to be able to work with some of the delegates and bring some of their ideas to market.

She's Ingenious Founder, Cally Robson was delighted by the response from delegates and said 'Morag's extensive practical experience in product design and manufacturing are invaluable to anyone developing a new product. For women entrepreneurs, it was even more empowering to get the low-down from another woman, especially one who is highly respected within her industry.'

About She's Ingenious! . . . is an online club and library of resources to help enterprising women through the maze of developing and commercializing their new products and inventions. www.ShesIngenious.org

About Quadro . . . Quadro Design Associates provides an end-to-end product development solution to businesses and individuals. The international consultancy researches and identifies consumer needs, specifies and designs the product, and manages projects right through the tooling and manufacturing process. Often this is in the Far East. The approach is specifically designed to make sure skills and knowledge are transferred to clients during the process. www.quadro-consult.com

About Morag . . . she has won a number of prestigious awards including the Most Innovative Product at the Consumer Electronics Show in Las Vegas 2002, and British Female Inventor of the Year and Best Product Development Award in the BFIIN Awards 2006. She is a Fellow of the Royal Society of Arts, a member of British Design Innovation and, having made more than 80 trips to the Far East in the last 10 years, is a member of the UK Design for China Task Force.

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