

## Hettich partnerships bring concepts event to life

Kitchen Concepts – Virtual & Reality, the re-opening showroom event at Hettich London was a hit with all visitors. Leading German furniture fittings manufacturer Hettich combined a holistic look into the history and future of kitchen design, with live cooking demonstrations, the very latest product innovations and the highly successful Intelligent Kitchens design specification tool.

The event was supported by some of Hettich UK's business partners ArtiCAD, EQ Software, Cosentino and De Dietrich.

Ralf Muetherthies, head of innovation management at Hettich provided those attending with an insight into how kitchen designs can be predicted. The Kitchen Concept 2010 project began in 1999 using then current and potential social, technological and economic data, from which many products and services which we use in today's kitchens were predicted correctly. Time will tell if predictions for 2015 and 2020 become reality.

ArtiCAD previewed the upcoming Version 17 to be released towards the end of this year. New HD lighting technology software and upgraded Intelligent Kitchens function providing the most comprehensive range of drawers and accessories for a zoned kitchen design.

EQ Software demonstrated how seamlessly the link with ArtiCAD works, by importing Intelligent Kitchen designs directly from ArtiCAD to produce quotes and orders within minutes.

Deborah Loader, national business development and training manager of De Dietrich effortlessly led the cooking demonstrations underlining the Hettich design and ergonomics philosophy saying:



Neil Schofield and Deborah Loader at the event

"As a chef, you need instant and easy access to all the elements used for storing, cooking and serving. Hettich's huge ranges of ergonomic products make working life in the kitchen a lot more pleasurable."

Kitchen manufacturer Andrew James, who travelled down from Leeds got more than he bargained for collecting two free tickets in the prize draw for the hit West End show Chicago.

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## Reinforcing the importance of Health and Safety



A top specialist in occupational health has hit out at those who pour scorn on her industry and like to refer to it as 'Elf and Safety', despite the fact that 180 people a year die in workplace accidents and more than 246,000 are injured.

In an article published this month, Karen Baxter, managing director of the workplace risk specialist, Sypol, says people who make jokes about safety at work would not take the same attitude towards an air accident.

"If a plane crashed and killed 180 people, we wouldn't be having a good laugh and call it 'Sky Pixie Syndrome'," she says.

"Health and Safety has become the acceptable butt of everyone's humour, partly because the media loves silly stories and partly because we've allowed ourselves to drown in acronyms and paperwork instead of addressing the real issues. As a result, small businesses in particular have been discouraged from adopting sensible practices."

Recent media stories have included: children being prohibited from playing conkers; old people being refused doormats in case they trip over them; and shopkeepers told not to put down grit in icy conditions.

"Most of these stories are apocryphal or driven by insurance requirements, not health and safety. Good health and safety is a combination of regulation, business benefits and moral cost," says Karen Baxter. "No-one who has been involved in causing harm to someone at work ever wants to go through it again."

In her article, she details the business benefits of making health and safety an enterprise-wide culture. These include accidents avoided, fewer working days lost, improved recruitment and staff retention, improved customer confidence, reduced insurance premiums, and the ability to tender for large corporate and Government contracts.

Small companies bear a disproportionate burden because the same rules apply to all businesses, large and small, the article says. However, small business owners can put health and safety at the centre of their operations without it being time consuming, bureaucratic or a waste of money. To help them achieve this, Sypol has launched SME-HelpingHandS, a package focused specifically at small- and medium-sized enterprises.

"It's time to shoot the 'Elf' and get serious about workplace Health," says Karen Baxter

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## DuraPulp inspires seating project

DuraPulp, the recyclable and compostable wood-based material with plastic-like resilience and mouldability, has been chosen by Swedish design student Rasmus Malbert for a design project.

Rasmus contacted Södra for his thesis project, having seen the child's chair Parupu, also made from DuraPulp, on show at the Milan Furniture Fair in 2009.

Rasmus Malbert's design project is being exhibited at the Röhsska Museum in Gothenburg. The project was part of a Master's degree at the School of Design and Crafts at the University of Gothenburg.

Rasmus developed a stool that combines solid wood with DuraPulp, where the seat is completely recyclable and biodegradable.



The seat made of DuraPulp can be recycled or composted, and the wooden legs can be used over and over again. He also came up with the idea of creating a seed case that can

be used as a give-away gift at visits, exhibitions or openings.

"A seed is hidden inside a capsule that is made of DuraPulp material. You plant the capsule in soil and water it so that the seed will grow. The capsule erodes with the help of the water. I want to encourage the recipient to plant a seed to encourage curiosity about DuraPulp, and have a chance to see if it really is biodegradable," says Rasmus.

Rasmus received a scholarship of SEK100,000 in the spring from the Gösta Edström honorary fund. Gösta Edström founded Södra and was for several decades its managing director, and later became its chairman. The grant will be used to develop his Malbert's thesis work further, and the several projects that Rasmus has on the go this autumn. "It will be fun to work more with Södra and exciting to see what the autumn's work will bring," he says.  
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