



# Product Innovation Accelerator

Accelerate your new product development

**CATAPULT**  
High Value Manufacturing

 **WMG**  
THE UNIVERSITY OF WARWICK

- ▶ Are you an ambitious manufacturing SME, based in Coventry & Warwickshire and the Black Country, and seeking to participate more actively in research and development?
- ▶ Would you like to develop, test and demonstrate new products based on access to leading edge technology and applications?
- ▶ Are you sitting on great ideas requiring innovation support to bring them to commercial reality?

If yes, to any of these, then the WMG Product Innovation Accelerator project could help you.

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“We are delighted that Lightwave RF has been able to access our support and expertise to develop their products and test them in an environment that has the potential to transform the way it manages energy in the future.”

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Scott Crowther,  
Innovation Manager,  
WMG

The WMG SME Group is a dynamic team based at the University of Warwick, pioneering university support for innovation in small and medium sized businesses. We accelerate productivity and growth in SMEs by helping you utilise research-led tools and techniques, building profitable and collaborative relationships.

The WMG Product Innovation Accelerator project is part-funded by the European Regional Development Fund, and will leverage the activities of the WMG centre High Value Manufacturing Catapult. This will enable us to capitalise upon our strengths in low carbon mobility and help with systems, materials, product and business improvement activities.

The project will also address technology challenges, exploit market opportunities and help unlock SME potential, using proven delivery models consistent with your business.



**European Union**  
European Regional  
Development Fund

## Case study

### T Chauhan Consultancy Limited

## 3D printing support inspires new product development for dementia care

T Chauhan Consultancy Limited, a Coventry-based business, was established by Owner and Founder, Mrs Taruna Chauhan, in 2012. As an experienced quality assurance practitioner, with a specialist interest in dementia care, Taruna had become increasingly frustrated by the distinct lack of appropriate products available to support the cultural and cognitive needs of those affected by dementia in care environments.

Taruna sought to develop a new type of product, based on a board type structure, which had holes inserted and would allow material to be threaded through to help the users create a range of distinctive patterns.

Dr Kylash Makenji, WMG's Innovation Manager, provided CAD assistance which helped generate a drawing that could be taken to laser-cutting companies. Given Dr Makenji's specialist experience with materials, he was able to test and advise on the most suitable material to use for the threading boards, with acrylic championed for its easy to clean properties, supporting the important health and safety elements of the product.

From what began as an initial idea and concept, Taruna now has access to completed CAD prototypes - one in a flower shape and the other a generic rectangle shape which will help widen the appeal to both male and female, adult users.



Taruna named the products 'Forget Me Knot' which supports the importance of memory recollection for those affected by dementia.



"I am truly thankful for the support provided by the WMG SME Group, which has enabled me to bring an idea to reality, within a very short space of time. Their materials expertise and in-house 3D printing capabilities have helped give life to a personal passion of mine to develop a recreational resource that will greatly help improve the lives of those affected by dementia."

Taruna Chauhan,  
Owner/Founder,  
T Chauhan Consultancy Limited

## How can you work with us?

- ▶ Must be a registered business
- ▶ Must be an SME (organisation with <250 employees, turnover of <€50 million)
- ▶ Must be a manufacturing organisation in the UK (Coventry & Warwickshire or Black Country) or deliver activity that adds value to the UK manufacturing supply chain.

Contact us to find out more:

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