

Ottawa Company Cleans up at National Design Awards

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Ottawa, Ontario - Hallgrimsson Product Development has won two gold awards at the National Post Design Exchange Awards, a national design competition that recognizes effective design in existing and emerging professional disciplines. The gold awards were received for the design of the FilterStream Cordless Handheld Wet/Dry Vacuum and the DanaDouglas Infinity Rollator. A total of 18 gold, 19 silver and 32 merit awards were presented at a gala dinner at the Design Exchange on January 25 in Toronto.

"The winning designs illustrate the power of design and its ability to have a strong impact on a company's bottom line" says Norma Meneguzzi Spall, Director of Marketing and Development at the Design Exchange. Judging for the competition is based of four criteria: benefit to the user; benefit to the client; improvement of the quality of life; and the competitive edge provided by the design.

"These awards are very important for us" says Sarah Dobbin, the principal Industrial Designer for both products. "It demonstrates how our activities have positively impacted on our clients'

business, affected their time to market, and their market impact. It also goes a long way to show Canadian companies that using effective design is good business"

Hallgrimsson Product Development is an Industrial Design and Engineering firm that specializes in designing consumer, hi-tech, medical and commercial products, for a variety of clients including FilterStream, and DanaDouglas Medical.

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