

# innovation case studies

## [ Manufacturing Innovation ]

### #4. Rob Butcher - Unwin Safety Systems

Innovation in the manufacturing sector . In 1956 Norman Unwin OBE and his wife Jean set up C.N. Unwin Ltd in Yeovil, Somerset. Norman had created the world's first device to secure wheelchairs in vehicles.

With modern manufacturing, design and testing facilities Unwin Safety Systems is a worldwide business.



#### Reactive to Pro-active Product Innovation:

In 1996 Unwin developed new innovative products as a reaction to customer needs.

In recent years Unwin has produced and promoted The 'Solar' range which blends shape, texture, colour and contemporary design to complement the car interior and the bespoke versatile nature of the kits provide functionality and safe performance that is required to deliver one of the most innovative systems on the market. To promote this new range of unobtrusive products and reflect its core values the Unwin logo and branding were redesigned.

#### Innovation in Services:

As a continuously innovative company that is constantly evolving and reacting to customer demand provides Unwin with the opportunity to create bespoke products and accommodate customer requests.

Their openness to diversify and respond to customer needs has taken the company too many business arenas and are currently working with mobility products, community transport, ambulance service, individual cars and the fire engine service.

#### Innovation Culture:

Unwin embeds an incredible innovation culture within the organisation and with its holistic approach it is an outward facing company.

Unwin engineers are given the opportunity to take the time and space to just create and innovate.

#### The Future:

This forward thinking innovative company has a great future. Having made a ½ million pound investment in a new crash testing facility they are the only business with this provision and are already breaking new boundaries and taking product innovation testing to new heights.

They are looking at new arenas and product diversification.