

Press Release: Winners Announced in Denmark

September 2007

Organisers of the INDEX: AWARDS 2007 in Denmark have announced the winners of each of the five awards categories:

WINNERS: <http://www.indexaward.dk/2007/default.asp?id=706&Article=2599&Folder=2599>

The winner of the WORK category that our QCLICKSMART Cassette 3-in-1 was also a finalist in, is a life saving product, called:

Tongue Sucker

The London terrorist bombings in July 2005 were an eye opener for four industrial design engineers from the Imperial College and the Royal College of Art in the UK. From emergency services, the designers, Graeme Davies, Phillip Greer, Christopher Huntley and Lisa Stroux learned that any delay in the arrival of paramedics was critical. An unconscious person's tongue will fall to the back of the throat, blocking the airway, and without an adequate airway, an unconscious person will die or suffer severe brain damage within 4 minutes. The Tongue Sucker is basically a small plastic chamber with a bright colored bulb-like air reservoir, which allows untrained bystanders at the scene of an accident to open the airway of an unconscious person immediately and effectively. Squeeze the bulb, place it over the tongue of the injured person and release. Suction draws the tongue off the back of the throat, creating a small but vital gap to allow the unconscious person to breathe. Once in place, the first aider is free to perform CPR, call for help or assist other casualties. In addition, the brightly colored bulb signals to arriving paramedics which casualties have been treated.

<http://www.indexaward.dk/2007/default.asp?id=706&show=nomination&nominationid=189>



Award Winning Simplicity

When presenting the award to the four young industrial design engineers, INDEX: jury member Ravi Naidoo, founder and managing director the Cape Town based marketing company Interactive Africa, called the design simple, yet iconic: "The straight forward name, the very professional, understandable and communicative packaging design which integrates the instructions in a graphic form, the choice of colour and the low tech approach of Tongue Sucker all add up to a unique Design to Improve Life."

INDEX: DESIGN TO IMPROVE LIFE

www.indexaward.dk

HRH The Crown Prince of Denmark is patron of INDEX: 2007

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