

NEWS SERVICE

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MANITOBA

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11 FIRMS WIN DESIGN AWARDS

NOT FOR RELEASE BEFORE
9 .AM. MONDAY JUNE 16, 1969.

Eleven award-winning Manitoba firms were presented design certificates Monday by Industry and Commerce Minister Sidney Spivak.

The firms were singled out for the excellent quality and design of products they submitted this spring to the product review board, sponsored by the Manitoba Design Institute. The review board, the first of two that will be held this year, evaluated products submitted by 34 Manitoba manufacturers.

The top award---the Award of Design Excellence---was won by Canadian Aviation Electronics Limited for their moisture master 101, a moisture-measuring device for cereals and grains.

Awards of design merit went to:

- . Newman Millwork Limited for Trojan Board Decorative Panels.
 - . Trench-Dex Canada Ltd. for road-excavation covers.
 - . Glenway Supply Limited for a totally vinyl clad sashless window.
 - . Wood's Lighting Ltd. for a plastic torpedo buoy, used both as a marker and life-saver.
 - . Harco Electronics Ltd. for Cardialert, model HAR 15, a device used in intensive care units with visual and audio heart metering.
 - . Boler Manufacturing Ltd. for a 13' fibreglass travel trailer.
 - . Hi-Grade Upholstery Ltd. for an acrylic and metal two seater chesterfiled.
 - . Systems Equipment Ltd. for "System Site" filing and record equipment.
 - . Excel Mfg. Co. Ltd. for a hydraulic ironworker - metal-fabricating equipment.
- A special citation was given to Reiss Furs Company Ltd. for the excellent styling, quality and workmanship evident in the fur coats shown to the evaluation board.

This most recent Product Review Board featured two leading industrial design consultants from eastern Canada---George Lynn of Toronto and Marcel Girard of Montreal.

A striking feature of the last product review board - which termed the quality of products submitted as "very high" - was the relatively large number of electronic products evaluated.

Manitoba firms which submit products have them evaluated in terms of function, use of materials, aesthetics, human comfort, safety, cost, maintenance and sales appeal. The attending designers personally meet with the manufacturer, discuss product design problems in depth with him and at the end of the session provide him with a critique centering on the objective of making the product a highly saleable item in the market place.

Since the inception of the product review board program a total of 158 firms have availed themselves of this free consulting service.