

**“ELECTRONICS DESIGN” PROGRAMME PRODUCTS
ARE AMONGST THE BEST OF BRITISH INNOVATION
SAYS PRIME MINISTER**

4 January 1999....Two UK electronics companies are celebrating the inclusion of their product innovations in the final group of Millennium Products announced recently by Prime Minister Tony Blair.

Huddersfield-based, Andel Limited has its Floodline 128 Leak detection System represented in the Millennium Dome's Spiral of Innovation. dsTEC Limited from Stone has also won a place in the Dome for the company's "Original Syn" rack mounted musical instrument. The rack has won rave reviews for its unique combination of analogue synthesis and digital control.

Both firms acknowledge the kick-start and ongoing support provided by DTI's Electronics Design Programme and its predecessor, Microelectronics in Business.

Ian Pogson, Managing Director of Andel Limited said:

"I'm a great advocate of these programmes. The help we received at an initial management seminar and subsequently from the programmes' Support Centre at Bolton Institute took us from two men and a dog to a properly constituted development company."

Dai Hitchings, Managing Director of dsTEC Limited said: "The training and support from the Centre at the University of Staffordshire has made a significant contribution to the success of the product."

In unveiling the final list of all 1012 Millennium Products companies, the Prime Minister hailed them as the “very best of British innovation, creativity and design” and acknowledged that these factors are the foundations upon which the country’s future economic success depends.

DTI Minister for Small Firms and E-commerce, Patricia Hewitt, said:

“The prestige of the Millennium Products designation is testament to the success of the partnerships established between the Programmes’ Support Centres and the hundreds of smaller companies whose pioneering ideas have been transformed into leading-edge products.”

---ends---

Notes to Editors:

1. A complete list of all 1012 Millennium Products is available from the Design Council at: www.millennium-products.org.uk
2. The DTI’s “Electronics Design” programme was launched in April and has already attracted a growing level of support and participation by UK industry. The £3.6 million campaign aims to help management understand and introduce low-cost design tools and techniques designed to get the right products to market at the right price and at the right time. The programme offers management seminars, free and independent consultancy, “hands-on” project design support, training and signposts to UK and European sources of government funding.
3. The Electronics Design website is located at: www.e-design.org.uk