Message by Mr Bahle Sibisi, chairperson of the SABS Board

Message by Mr Martin Kuscus, chief executive officer of the SABS

Message by Prof. Ian Jandrell, chairperson of the adjudication panel

Introducing the adjudicators

Chairperson's Award: JS1-Revelation 8

Award winners:
- AirBlox
- Butte Torch Tongs
- Eyeborn
- Jooste Ball Valve
- Oscar
- PaddleYak Swift Hybrid Adventure Kayak
- Premier Cobb Cooker and Accessories
- SecuriTape® System
- Shosholoza Heavy Duty Mining Gumboot
- TwisterTrac
- Vinestake
- Zebra E1/T1 Gateway
- Zipp Folding Table
- Zulu Mama
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SABS Design Institute
Designing for export advantage

The South African economy is booming, with the latest gross domestic product (GDP) figures showing an increase for the 33rd consecutive quarter since 1998, the longest economic upswing in the country’s history.

Manufacturing has been the main contributor to increased economic activity in the fourth quarter of 2006 and continues to be a creator of wealth, showing the greatest growth in absolute terms of all sectors in the past 50 years. The reduction of tariffs and gradual liberalisation of the economy have brought about increased competition in the domestic market and increased access to international markets. With increased competition South African producers are required to differentiate their products and continuously upgrade their production and products. High technology products have shown the fastest growth in manufactured exports. There has been a rapid growth in services in domestic economy and in world trade. Innovation is one of the key drivers in the changing global economy and trade. Consumers worldwide have access to various products, are spoilt for choice and are becoming more discerning in buying products. Design of products, both in function and form, can provide a competitive edge in the market place. Judging by the disa Design Excellence award winners for 2007, it can be said that design is alive and healthy in South Africa.

South African producers are well positioned to take advantage of increased access to international markets, resulting from a number of trade and investment agreements that South Africa has concluded with other key economies. Agreements like the Southern African Development Community Trade Protocol and the Trade, Development and Cooperation Agreement have opened preferential access to markets in the southern African markets, the European Union and other markets.

The government provides various incentives to South African companies to export their products internationally. The main one is the Export Marketing and Investment Assistance (EMIA) scheme which compensates exporters for costs involved in developing export markets for South African products.

The stage is set to catapult South Africa’s manufacturing sector into an new growth phase. Never in the history of the country has there been more demand for well designed products. May the designers who won disa Design Excellence awards in 2007 go from strength to strength and may they inspire other designers to harness their creativity towards creating prosperity for all South Africa’s people.

Bahle Sibisi
Chairperson of the Board of the South African Bureau of Standards (SABS)
Design in South Africa has taken a backseat for many years. However, all the signs are there that the country’s design capacity is growing and that design will take off in the years to come.

First and foremost, consider where South Africa stands within Africa. The country leads the continent in industrial output (40% of total output) and mineral production (45%) and generates most of Africa’s electricity (over 50%). On the mining front, South Africa holds the world’s largest reserves of gold (35%), platinum group metals (55.7%), manganese ore (80%) chrome ore (68.3%) titanium metals (21%) and it also produces a large share of the world’s diamonds and mineral deposits.

As was the case in previous years, mining products featured prominently in the 2007 disa Design Excellence awards, proving that innovation and creativity will triumph where a need exists.

South Africa is also the telecommunications leader in Africa, with 4,03 million installed exchange lines, representing around 100 lines for every 1 000 inhabitants. Again it was evident in this year’s disa award scheme that the upsurge in information and communication technology (ICT) has resulted in several sterling products receiving design awards. The World Economic Forum released The Global Information Technology Report (GITR) at the end of March 2007. This report has become the world’s most respected assessment of the impact of information and communication technology (ICT) on the development process and the competitiveness of nations. South Africa ranks 47th of 122 countries assessed, well above other developing economies such as Brazil and China. This opens a multitude of possibilities for ICT design in the country.

I am excited by the prospect that South African design is ready to soar. I wish all the designers well who entered their product designs in the 2007 disa Design Excellence awards. May South African design triumph in years to come.

Mr Martin Kuscus
CEO: SABS
Design is a word that has many meanings and interpretations, but common to them all is that it implies an intention—a process, a plan, an outline, a pattern and implicit creativity.

A product, as we see and experience it now, was purposefully developed, planned, manufactured and finally sold. Design is not just an idea, or an invention, or a strategy or a business plan. It is the complete process of execution—from conception to market. It is a complex process that requires high level skills and usually involves a team of people. The skills may be intuitive but usually are developed over years of education, training and experience.

There is no doubt that most products we encounter have been designed using the skills suggested above.

But the disa award scheme is about design excellence.

The disa Design Excellence Award scheme recognises those products which, without question, can proudly take their place on the international market—and still stand out as excellent. The disa award scheme recognises the pinnacle of achievement in South African design. It recognises that the finished product or sub-assembly is fully resolved.

This catalogue bears testimony to creativity and competence of South African designers and showcases the breadth of product type recognised by the award scheme.

Design excellence can be found in cunningly devised components or sub-assemblies, as well as in the largest systems. Design excellence can be found in products and devices that assist in alleviating human anguish and suffering, in biomedical products and devices, in a microchip, an aeroplane, a hair clip, a watch, a chair, a kettle or even a concrete stacking block—from the smallest utensil to the largest structure. Indeed, design excellence can be found in products as diverse as the imagination of the designer.

Products that are characterised by design excellence are honoured in this catalogue and have been considered worthy of receiving a disa Design Excellence Award for 2007.

We congratulate all of the winners on their achievement. We congratulate them particularly because they set out to produce a world-class product—and for daring to put themselves and their work forward for scrutiny.

As this country moves forward into the 21st century and we begin our earnest participation in the competitive world economy, we need to capitalise more effectively still on the vast pool of human potential that we have available. We need more and more people educated, trained and participating at the highest levels in all facets of design in general, and in the pursuit of design excellence in particular. This is a daunting challenge but one to which the design community in this country must rise.

We hope that participation in the disa Design Excellence Award scheme will challenge us all to think carefully about our future and the future of design excellence. This future is secured only if there are others to step into our shoes and to carry us forward. It is us who must draw the next generation of designers along with us to ensure that this happens.

Prof. Ian Jandrell
Chairperson of the adjudication panel
The SABS Design Institute promotes design in South Africa through a variety of initiatives. For the past 38 years, one of the major vehicles used to reward design excellence has been the SABS Design Institute Awards, established in 1969. This scheme changed its name to the disa Design Excellence Awards in 2004 with the aim of recognising the achievements of South African product designers, encouraging local product design and manufacture, as well as promoting international competitiveness of local products.

The objectives of the disa South African Design Excellence Awards are:

• To make South African design a national imperative;
• To honour excellent South African design;
• To showcase South Africa as an innovative, industrialised country;
• To promote the capability of South African product designers;
• To benefit local industry and manufacture and to increase international market share; and
• To be a yardstick for local consumers when selecting outstanding products.

Entries are adjudicated on merit and are not in competition with one another.

**Categories**

• Education, leisure, sports goods and toys, including any range of sporting equipment and accessories, new materials, innovative ideas, and unique applications
• Electronics, information and communication technology (ICT)
• Home ware and office ware, including domestic appliances and furniture
• Mechanical engineering, electrical power engineering, transport, automotive, mining and machinery
• Medical and healthcare, including preventive and promotive products
• Urban environment and landscape products, including urban furniture, equipment, tools and more.

**Adjudication criteria**

• Innovation
• Appearance and tactile aspects
• Cost/value relationship
• Ease of maintenance and installation
• Performance
• Design choices made in materials, manufacture and assembly
• Safety and ergonomics
• Environmental impact

**Chairperson’s Award**

The Chairperson’s Award is presented annually to the most exceptional entry, based on a majority of votes from the panel of adjudicators.
Introducing the adjudicators

The panel of independent adjudicators of the disa South African Design Excellence Award serve by invitation and give their time and expertise for free as a token of their commitment to the promotion of good design.

This year’s entries were adjudicated by a panel of 27 judges.

Prof. Ian R. Jandrell, disa chairperson
Prof. Jandrell PrEng BSc(Eng) GDE PhD, FSAIEE MIEEE is CBI Electric Professor of Lightning and Head: School of Electrical and Information Engineering at the University of the Witwatersrand, Johannesburg where he is also the director of the Division of Continuing Professional Development within the Faculty of Engineering and the Built Environment. He holds directorships with Crown Publications, the Eskom Expo for Young Scientists, Innopro and Wits Enterprise. He was the SAIEE (South African Institute of Electrical Engineers) Engineer of the Year in 1994 and is a C-rated Scientist with the NRF (National Research Foundation).

Prof. Christo Viljoen, disa assistant-chairperson
Prof. Viljoen is emeritus professor and former Vice Rector (Operations) of Stellenbosch University. He was elected Engineer of the Year in 1992 and received the Order for Meritorious Service (class silver) in 1993. He served on the councils of the SABC, SABS, Eskom ECSA, Electricity Control Board and Stellenbosch University.

Prof. Lorraine Justice, international adjudicator
Prof. Lorraine Justice has served higher design education for the past 20 years, in areas of design research, industrial design and computer interface design. She is director of the School of Design at Hong Kong Polytechnic. Before joining the Polytechnic, she was director of the Industrial Design Programme in the College of Architecture at the Georgia Institute of Technology. She is a fellow of the Industrial Design Society of America (IDSA) and has consulted on design with major corporations such as Apple, Microsoft and more. Prof. Justice was co-organiser of the First China-USA Industrial Design Conference in Beijing and is also an executive board member of the International Council of Societies of Industrial Design (ICSID).

Adjudicators by category

Education, leisure, sports goods and toys

Mr Kees Schilperoort (convenor), industrial designer
Mr Schilperoort is a founder partner of Xfacta Consulting, a specialist strategic branding and implementation consultany.

Mr Tasos Calantzis, industrial designer
Mr Calantzis is a director of Pretoria-based industrial design company, Readymade. He holds a B Tech Industrial Design degree from the University of Johannesburg and has won SABS, disa, Red Dot and Chicago Athenaeum Good Design awards for product design and a nomination for the INDEX design award.

Prof. Abel Toriola, sports scientist
Prof. Toriola holds a PhD Sport Science/Exercise Physiology and is head of the Department of Sport and Physical Rehabilitation Sciences at the Tshwane University of Technology. He designed the new Longer-Reach Table Tennis for the International Table Tennis Federation, based in Switzerland. This design is currently being tested worldwide.

Electronics, information and communication technology (ICT)

Prof. Cedric Smith (convenor), electronics engineer
Prof. Smith is professor of electronics and clinical engineering at the Tshwane University of Technology. He has more that 30 years’ research experience and has owned and managed a number of high technology businesses. He has been involved in design in South Africa for more that 30 years and presently is the CEO of Weavind Park Consulting.

Mr Saurabh Sinha, electronics engineer
Mr Sinha has a B Eng (Electronics) (cum laude) and an M Eng (Microelectronics) (cum laude), both from the University of Pretoria (UP). He is a lecturer in the Department of Electrical, Electronic & Computer Engineering at the UP. Mr Sinha also serves as an engineering consultant with Business Enterprises (BE at UP) and a course leader at Continuing Education (CE at UP), both at the UP. He renders voluntary service for the Institute of Electrical & Electronic Engineers (IEEE) and currently serves on the National Executive Committee of this body. He has received several international awards (affiliated to the IEEE),
not only in engineering, but for his service to the engineering and design community, in general.

Mr Bernard Smith, industrial designer
Mr Smith is director of Artec Product Design which has won numerous design and technology awards, the highlight being presented an award by President Thabo Mbeki for contribution to the economy through product design excellence. He is currently employed by the CSIR and is involved in developing national strategies for industrial design to foster economic growth.

Mr Roger Williams, industrial designer
Mr Williams is managing and creative director of Design Matters (Pty) Ltd., a company that has achieved 17 South African product design awards and an IBCAM automobile design award in the UK. His consulting experience extends from the design and development of mass market consumer goods to highly specialised electronic products. He holds a BA (Hons) degree in Industrial Design (Engineering).

Home and office ware, including domestic appliances and furniture

Mr Daya Naidoo (convenor), interior designer
Mr Naidoo is managing director of Interstudio 2000, a company specialising in office facilities planning, interior design and project management. He has 34 years’ design experience and is currently a member of the Advisory Board for the Design Centre (College of Design – Johannesburg) and a fellow of Design South Africa.

Ms Lizette de Vries-Venter, electronics engineer
Ms De Vries-Venter, a registered professional engineer, holds BEng (Hons) (Electronic) and MEng (Eng. Management) degrees from the University of Pretoria. She owns a business where she assists South African manufacturers in obtaining the CE-mark when exporting their products to Europe. Her technical specialities are electromagnetic compatibility and intrinsic safety.

Mr Pieter Dreyer, industrial designer
Mr Dreyer is managing director and owner of K.M., a company specialising in the industrial design of products for mass production. K.M. was the primary design company of five previous award winning products in SABS Design Institute awards. He also serves as the chairperson for the SABS Design Institute’s Prototype Award Scheme.

Mr Henry Kurowski, electronics engineer
Mr Kurowski obtained a BSc Electronic Engineering degree at the University of Natal. At present he is managing director of Digital and Power Technologies (Pty).

Mechanical and electrical power engineering, transport, mining and machinery

Dr Deon de Beer (convenor), mechanical engineer
Prof. de Beer is chief director: Technology Management at the Central University of Technology, Free State and leads the Integrated Product Development Research Unit — an NRF-funded research niche area. He is one of South Africa’s pioneers of Rapid Prototyping and his research has led to the foundation of both the Centre for Rapid Prototyping and Manufacturing (CRPM) and the Tshumisano Technology Station.

Mr Tristan Melland, industrial designer
Mr Melland, trading as Generic Africa is recognised as one of South Africa’s top innovators. He has won three SABS Design Institute Awards, has represented the country at international design conventions and is a past president of SDSA. He has a significant client base, both locally and overseas.

Mr Shuttleworth Ntsie, mining engineer
Mr Ntsie is currently general manager, SABS Mining and Minerals. He started his mining career as an assistant geologist. He later underwent the Chamber of Mines college training in Vaal Reefs through an AECI training programme where he was also trained as a blasting engineer through the ICI Blast Consult ICI Explosives Engineering programme. Having studied certificate programmes part-time, he also obtained an MBA in Technology Management from the University of Pretoria and is currently pursuing doctoral research in the same field.

Dr David Phaho, researcher
Dr Phaho is the chief executive officer at the Tshumisano Trust, a soon to be listed public entity within the Department of Science and Technology which focuses on support for South African
Dr Princess Prudence Mabuza, medical doctor
Dr Mabuza holds a medical degree from the University of the Witwatersrand, a postgraduate Diploma in Industrial Health and a BSc(Hons) degree in Aerospace Medicine from the University of Pretoria. She is an accredited aviation medical examiner with the New Zealand Civil Aviation Authority and is presently serving a number of companies as an occupational medicine practitioner (OMP), as well as acting as an aviation medical examiner (AME). Dr Mabuza is a member of the North West Provincial Council on AIDS (PCA).

Urban environment and landscape products, including urban furniture, equipment, tools and more

Ms Linda Mvusi (convenor), architect
Ms Mvusi holds the BSc Design Hon (Ghana) 1980, B. Architecture (UK) 1984 degrees. A practising architect for 26 years, she has worked in Africa, Europe and the USA. Past projects in South Africa include Park Station, Newcastle Children’s Prison, Nelson Mandela House Houghton, Apartheid Museum, several schools and offices, the urban village developments of Trisano Newtown and Fort West Village Tshwane.

Mr Neville Naylor, civil engineer
Mr Naylor is managing partner of Naylor Naylor & van Schalkwyk, Consulting Civil/Electrical Engineers and Project Managers. His qualifications include Pr.Eng., C.Eng., B.Sc(Civil Eng.), FSAICE, AStructE.

Mr Boban Varghese, architect/industrial designer
Mr Varghese holds BArch degree and a Masters degree in Industrial Design from IDC, IIT Bombay India. He is currently working as senior lecturer at the Department of Architecture, Nelson Mandela Metropolitan University, Port Elizabeth. He has vast experience in design practice and teaching at universities with the outlook of design as a tool for social development. He has work experience in India and Japan as an architect and industrial designer.

Mr Bart Verveckken, industrial designer
Mr Verveckken qualified as an industrial designer after completing a five-year study programme at the product development department at the Institute Henri Van de Velde in Antwerp in 1978. He initially worked as freelance designer in Sao Paolo (Brazil), Reutlingen (Germany) and in Antwerp (Belgium), before settling in Johannesburg in 1983. He moved to Cape Town in 1990 to the position of lecturer at the Cape Technikon. Currently he is head of the Industrial Design Department of the Cape Peninsula University of Technology.
JS1-Revelation is an 18-m wingspan glider that has uncompromised handling characteristics and the ability to carry a self-launch engine system. The design incorporates a new patent which gives the glider its competitive advantage. The JS1-Revelation is built mainly from Kevlar and carbon fibres, reinforced with an epoxy resin matrix. The glider has a special safety cockpit and the structure was designed using the latest FEM methods. The aerodynamics was designed using state-of-the-art computer-aided engineering software, resulting in superior performance.

The adjudicators said: "The JS1-Revelation glider shows astonishing design and attention to detail. It looks good and performs well and is a product that can put South African design on the map."

Company: Jonker Sailplanes
Designers: Attie Jonker, Uys Jonker, Ronald Taljaard and Johan Bosman
Contact: Attie Jonker
A: P O Box 1575 Potchefstroom 2520
E: 10080570@nwu.ac.za
F: 018 299 1320
T: 018 2991325
W: www.jonkersailplanes.co.za
AirBlox is a set of large, life-size, geometrically shaped and mathematically proportioned panels with air-filled rims that inflate in seconds with a macro valve and turbo pump. These connect together instantly with unique clips to build any number of indoor and outdoor structures such as houses, huts, tents, castles, tunnels, boats, planes, mazes, obstacle courses and much more. The panels can be deflated in seconds, making them easy to store and transport. AirBlox provides an enriched environment for creative play whilst stimulating the child’s intellectual, physical, emotional and social skills, providing a first-hand understanding of the fundamental concepts of mathematics, geometry, physics, science and art.

The adjudicators said: “This is a well resolved product in which there is ample evidence of considered design.”

Company: Inventec
Designer (in-house): Willie van Straaten
Designer (external): Charles Rohland
Contact: Willie van Straaten
A: P O Box 783713 Sandton 2146
E: inventec@icon.co.za
F: 011 783 6713
T: 011 883 7992
W: www.airblox.com
Butte Torch Tongs

The Butte Torch Tongs is made of polished stainless steel and incorporates a light that can illuminate food while braaiing in the dark. The removable light projects through the centre of two hinged blades and is activated by pressing the tongs against the body or any other surface. This intelligent light source automatically switches off after 90 seconds. Once the light is removed, the tongs can be washed. The movable parts are shrouded in matt moulded rubber that produces an ergonomic fit in the user’s hand. Power consumption is low due to the use of on/off LEDs.

The adjudicators said: “This is a very clever braai tool that involves cunning design.”

Company: ...XYZ / Todd Broome Utensils CC
Designers: Roelf Mulder, Byron Qually, Richard Perez, Johan Bredenkamp.
Contact: Roelf Mulder
A: Unit C101 Cape Quarter, 72 Waterkant Street, Cape Town 7700
E: roelf@dddxyz.com
F: 021 421 7238
T: 021 421 7236
W: www.dddxyz.com
Eyeborn is a synthetic hydroxyapatite orbital implant that is used to replace an eye that has been damaged and surgically removed. Hydroxyapatite is a body-friendly material that is not rejected and it replaces the existing technology that uses natural coral. The eye muscles are sutured together in the front of the implant and are then attached to the implant through natural tissue in-growth. This results in the implant moving in sync with the healthy eye, as the eye muscles move. The implant comes with a novel inserter to accurately place the implant under surgery. Eyeborn was developed by the CSIR in collaboration with the Innovation Fund, Pretoria Eye Institution and Wits Health Consortium and licensed to Cerdak.

The adjudicators said: “This is a world-class product with a track record that speaks for itself. It is a worthy recipient of a disa design award.”

Company: Cerdak (Pty) Ltd
Designers (external): CSIR, Pretoria Eye Institute, Wits Health Consortium and the Innovation Fund
Contact: Cobus Kotze
A: 389 Cliff Avenue Waterkloof Ridge X2
E: cobuskotze@ dakot.co.za
F: 012 347 9872
T: 012 3479914
The Jooste Ball Valve controls the water level in a dam, container or trough and solves the problem of valves not opening enough when the water pressure is low. The Jooste Ball Valve uses the principle of a butterfly valve in a tube which reduces the pressure needed to stop the flow of water. The strong flow of water produced by the ball valve remains constant when cattle are drinking and the valve is also useful in toilets where water pressure is low. Modern materials such as stainless steel and polyurethane are used to enable better sealing and durability. Due the simplicity of the patent, the Jooste Ball Valve is cheap to manufacture.

The adjudicators said: “This effective design shows an ingenious use of water pressure. It is very simple, but the designer paid thorough attention to detail and finishing. This is a well executed and very reliable product.”

Company: Cylinder & Pump Co (Pty) Ltd
Designers: CIJ Jooste and R Taylor
Contact: Christiaan Jooste
A: P O Box 1553 Strand 7140
E: jcylinders@intekom.co.za
F: 021 854 6050
T: 021 854 6518
Oscar is a wireless and cashless online transaction access point or kiosk that enables people to perform a broad range of online transactions using their bank cards for real-time payments. Functions include product marketing and advertising, product browsing and selection, product enquiries, payment and product delivery. The touch screen is easy to navigate and the operating system supports all kinds of bank cards. Consumers can also use it to download government forms, pay traffic fines, buy airtime and access a variety of different goods and services. Oscar is well suited to communities where Internet access is limited.

The adjudicators said: “This seems like a world-class product – worthy of a design award.”

Company: ...XYZ / Touchmart
Designers (in-house): Roelf Mulder, Byron Qually, Richard Perez and David Wiseman
Contact: Roelf Mulder
A: Unit C101 Cape Quarter, 72 Waterkant Street, Cape Town 7700
E: roelf@dddxyz.com
F: 021 421 7238
T: 021 421 7236
W: www.dddxyz.com
The PaddleYak Swift Hybrid Adventure Kayak is the world's first sit-in/sit-on sea kayak. Its design combines elements of traditional closed- and modern open-cockpit craft for improved seaworthiness and comfort. The Swift Hybrid Adventure Kayak features an open cockpit with a fixed sprayskirt coaming and an efficient self-draining scupper. If capsized, the craft drains itself and the paddler can remount a dry craft, eliminating the need for rolls, complicated re-entries, or pumping dry flooded cockpits. When the paddler is seated and the craft is moving, the venturi scupper design continuously empties the cockpit. The optional sprayskirt provides extra comfort in inclement weather and endurance paddling and the option of closing the scupper altogether.

The adjudicators said: "The hybrid kayak is a novel idea and it is evident that this is a well resolved design."

Company: PaddleYak Sea Kayak Productions CC
Designer (in-house): Johan Loots
Designer (external): Anton du Toit
Contact: Johan Loots
A: P O Box 51508 Waterfront Cape Town 8001
E: johan@mweb.co.za
F: 021 790 0718
T: 021 790 5611
W: www.seakayak.co.za
The Premier Cobb Cooker is an economical lightweight, portable charcoal cooker that operates on 350 g of fuel, giving it an effective cooking time of three hours. The patented design produces a flow of air that insulates the outside of the product from the cooking area, ensuring a cool exterior while the food is cooking inside. During the cooking process, fat is drained away from the food, resulting in a healthier end product. This has resulted in the Cobb Cooker bearing a Heart Foundation mark. The Cobb can be produced in any colour, but is most often preferred in a highly polished stainless steel finish.

The adjudicators said: “This is a good example of exceptional industrial design. It is a very versatile, fully resolved product.”

Company: Cobb International (Pty) Ltd
Designer: Michel Hall
Contact: Michel Hall
A: P O Box 70393 Bryanston Johannesburg 2021
E: michel.hall@cobbglobal.com
F: 011 786 0412
T: 011 786 0450
W: www.cobbglobal.com
SecuriTape® System

SecuriTape® is a system that transforms regular packaging tape into a high security packaging tape, via a specially designed compact tape dispenser. The main features of SecuriTape® is the mini-printer on board that prints the security seal at the same time the sealing of the carton occurs. The printed security seal is inserted under the main adhesive tape, which eliminates the possibility of reproducing the same security information on the seal without the same tape dispenser. A specially designed printing wheel allows the user to make changes at anytime. The system comprises a mobile unit, a desktop unit or can be used as an attachment to automatic carton sealing machines.

The adjudicators said: “This outstanding dispenser is well designed with good functionality and unique features.”

Company: Skeitek (Cape) CC
Designer (in-house): Ari Shpigel
Designer (external): Ideo Industrial Design Solutions, co-developer Rolf Brenner
Contact: Ari Shpigel
A: P O Box 343 Woodstock Cape Town 7925
E: skeitek@mweb.co.za
F: 021 448 5628
T: 021 447 6540
W: www.securitape.co.za
The Shosholoza Heavy Duty Mining Gumboot

The Shosholoza is a heavy duty, knee-length gumboot with a steel toe that is worn in the mining environment. The boot is manufactured from oil and acid resistant PVC material, has a luminous ankle protector and has incorporated extensive research on foot shapes in its design. The boot aims to minimise fatigue, thereby increasing productivity. The ankle is supported and the luminous ankle protector increases visibility in low light areas. The Shosholoza Heavy Duty Mining Gumboot is extremely flexible and provides a good grip in all working positions. A patented Metaguard offers metatarsal protection to the top of the foot and a steel midsole offers protection from penetration through the bottom of the sole.

The adjudicators said: “The boot was designed around the human form and it is seldom that one sees fashion and design incorporated into an engineering product. The design is commended for its excellent safety features and attention to detail.”

Company: Neptun Boot
Designer (in-house): Jon Robb
Designers (external): Chris Williamson and Alberto Pregnolato
Contact: Jon Robb
A: P O Box 15469 Ashwood 3605
E: jon@neptunboot.co.za
F: 031 700 1824
T: 031 700 5585
The TwisterTrac is a fully mobile track-mounted vertical shaft impact crusher. It is used to manufacture large quantities of crusher sand and also produces aggregates for the building and construction industry. In the design, emphasis was placed on producing a compact machine that could be used for different applications. The crusher is driven by a constant power hydrostatic drive at variable speed and has been designed to be small and light in order to reduce transport costs. It can be used in series in an existing mobile crushing plant or can be fed directly.

The adjudicators said: "Although this is a product is used in a rough environment, it is attractive and well executed. It is a totally integrated product with built-in safety features."

Company: Pilot Crushtec (SA) (Pty) Ltd
Designers: Jorge Abelho and Jaco Nieuwoudt
Contact: Yolanda Kamper
A: P O Box 30032 Jet Park Boksburg 1469
E: yolandak@pilotcrushtec.com
F: 011 842 5610
T: 011 842 5600
W: www.pilotcrushtec.com
The Vinestake is a thin-walled, rolled metal profile with accessories used to support wire when trellising vines or other plants. This stainless steel stake offers an alternative to wooden posts and incorporates several interchangeable components to provide a variety of trellising configurations. The system has been designed to reduce maintenance cost and installation time. It is compatible with mechanical harvest machinery and its thin-edged profile allows it to be driven into the ground using an installation tool, rather than digging holes. The stainless steel Vinestake eliminates the use of toxic preservatives used on wooden poles.

The adjudicators said: “This is a well executed product that was well designed. It is fit for purpose and outperforms competition.”

Company: Ecostake
Designer (in-house): Jamii Hamlin
Designer (external): Marc Ruwiel, Peter Stephenson
Contact: Jamii Hamlin
A: 1 Morkel Street Somerset West 7130
E: jamii@global.co.za
F: 021 852 3030
T: 021 852 3070
W: www.ecostake.com
The Zebra E1/T1 Gateway is a media gateway that serves as a bridge between computers and telephone networks. It allows for flexible, distributable communication systems architecture with unlimited scalability. The gateway translates communications traffic from E1/T1 time division multiplexing networks to TCP/IP over gigabit per second Ethernet. It creates a myriad of opportunities for software engineers to access the telephony market and develop new applications and value-added services required by today’s converging telecommunications networks.

The adjudicators said: “There is nothing to touch it. This is a superb example of engineering combined with industrial design. The Zebra E1/T1 Gateway is world-class in every way.”

Company: XYZ/VASTech
Designers (in-house): Roelf Mulder, Byron Qually, Richard Perez, David Wiseman, Hayley Bradnick
Designers (external): James Keen, Rikus Grobler, Grant Broomhall and Marius Ackerman
Contact: Roelf Mulder
A: Unit C101 Cape Quarter, 72 Waterkant Street, Cape Town 7700
E: roelf@dddxyz.com
F: 021 421 7238
T: 021 421 7236
W: www.dddxyz.com
The Zipp Folding Table's main characteristic is that one person can operate it. This mobile table consists of a durable steel frame and a melawood top. The table top is fitted to the frame and it has only two movable parts. The top is fitted to the legs with clips to lock the footrests in the folding position, making it safe to operate. The legs are fitted with caster wheels, easing the folding procedure and enabling the table to be moved around. In its folded down position, more than one table can be docked into each other to save space. The Zipp Folding Table is ideal for training centres and boardrooms and by adding a front panel and reticulation accessories it can be turned into an instant workstation.

The adjudicators said: “This is a versatile and cost-effectiveness product. Its beauty lies in the simplicity of the design.”

**Company:** Burocentrum Ya-Rona (Pty) Ltd  
**Designers:** Pierre van der Merwe and Deon de Klerk  
**Contact:** Mynhardt de Wet  
**A:** P O Box 2852 Pretoria 0001  
**E:** design@burocentrum.co.za  
**F:** 012 321 8906  
**T:** 012 326 3796  
**W:** www.designcentrum.co.za
The Zulu Mama is a café chair that embraces traditional African craft and modern technology. A Zulu coil basket weaving technique is used to create the basket seat. The seat is woven by rural women in Limpopo. The traditional weaving material, the slow-growing Illala palm leaves is substituted with fully recycled, UV stabilised plastic. Due to the choice of material, the chair can be used outdoors. The frame is made of stainless steel, designed to be stackable for shipping purposes. The materials used have been selected for durability, recyclability and aesthetics.

The adjudicators said: “This is a beautiful object that speaks for South African design. This is an example of where we should be going.”

Company: Haldane Martin CC
Designer: Haldane Martin
Contact: Haldane Martin
A: Postnet 107 Private Bag X16 Constantia 7848
E: haldane@haldanemartin.co.za
F: 021 461 7699
T: 021 461 7697
W: www.haldanemartin.co.za
The South African Bureau of Standards Design Institute has a working relationship with the Department of Trade and Industry (the dti). The Enterprise Organisation (TEO) is a division of the dti and can assist disa South African Design Excellence Award winners and participants to access the following incentives:

**Small Medium Enterprise Development Programme (SMEDP) and linked programmes**

The SME Development Programme is an investment incentive for establishing a manufacturing enterprise (application should be submitted within 180 days of start-up) or for one expansion (application should be submitted before the expansion is commissioned). It provides grants for two or three years, based on the investment in land and buildings (purchased or rented), machinery (purchased or leased), commercial vehicles and capitalised research and development (if accepted by SA Revenue Services).

Grants amount to 10% per annum for investments of up to R5 million, then 6% for the next R10m, 4% for the next R15m, 3% for the next R20m and so forth. Investments of up to R100m can qualify.

Grants are tax free and can be claimed after the application has been processed and approved (three to six months), a contract signed and the project inspected.

The dti also provides financial support for training of employees at approved SMEDP projects (Skills Support Programme) for three years. Grants of 50% of training costs are capped at 30% of the annual wage bill.

Foreign-owned companies can access the SME Development Programme, and may apply for a Foreign Investment Grant of R3 million maximum to cover shipping costs of new machinery and equipment, if the SMEDP is approved.

**Export Marketing and Investment Assistance (EMIA)**

Export Marketing and Investment Assistance (EMIA) is a business support incentive programme managed by the divisions Trade and Investment South Africa and The Enterprise Organisation. These incentives can be accessed with the assistance of the relevant divisions by disa South African Design Excellence Award participants who meet the qualifying criteria.

EMIA makes exporting assistance available through partial compensation of certain costs incurred in developing export markets for South African products and services and for recruiting foreign direct investment.

**EMIA schemes available**

- National pavilions; mini national pavilions; individual participation in exhibitions (refund basis); outward selling and investment trade missions (refund basis); inward buying and investment trade missions; foreign direct investment research; primary market research (individuals – refund basis); registration of patents, trademarks and quality marks; sector specific assistance; exporter readiness assessment; and exporter training.

Who can qualify?

South African manufacturers, including SMMEs and PDI-owned enterprises; South African exporting houses; South African commission agents representing at least three SMMEs or PDI-owned businesses; South African Export Councils; Industry Associations and Joint Action Groups qualify.

Qualifying criteria include performance history and competence regarding exports, production, local sales, marketing and technological requirements, production capacity, type of product, labour intensity, location and industry in which venture operates or is planned.

For more information, please contact:

the dti Customer Contact Centre: 0861 843 384
the dti website: http://www.thedti.gov.za
EMIA, Private Bag x84, Pretoria 0001
Building A, the dti Campus, 77 Meintje Street (cnr Esselen), Sunnyside
The SABS Design Institute promotes the benefits of good design in order to stimulate economic and technological development in South Africa, with the ultimate aim of creating prosperity for all its people. The Institute's initiatives focus on education, industry support, marketing South African design and supporting the development of southern Africa.

The SABS Design Institute supports the economic and technological development of South Africa through the promotion of design in the field. Its initiatives focus on education, industry support, marketing South African design and supporting the development of southern Africa.

The Institute is committed to the promotion of design excellence and the development of design leaders. It administers a number of award schemes and publishes regular ad hoc publications. The Institute has founded the following initiatives:

- Disa South African Design Excellence Awards
- Product Development Support Programme
- Design for Development Initiative
- Design Achievers Awards

Read more about the SABS Design Institute at www.designinstitute.org.za

SABS Design Institute
Private Bag X191
PRETORIA 0001
South Africa

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Jennie Fourie: Research and writing
Bluprint Design: Design and production
Eyescape Studio: Photography

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The Institute's initiatives focus on education, industry support, marketing South African design and supporting the development of southern Africa. 

The SABS Design Institute supports the economic and technological development of South Africa through the promotion of design. Its ultimate aim is the upliftment of all our country's people and the establishment of the Institute as a centre for design promotion in southern Africa. The Institute's initiatives focus on education, industry and information. 

The Institute administers a number of award schemes and publishes regular ad hoc publications. The Institute founded the following initiatives:

- **Disa South African Design Excellence Awards**
  - These awards encourage local design excellence in a variety of categories and promote improved local product design and manufacture.

- **Product Development Support Programme**
  - This programme recognises working prototypes at pre-production stage and facilitates assistance for further technical and business development of products.

- **Design for Development Initiative**
  - This programme acknowledges the important role design plays in the economic prosperity of developing communities in southern Africa. It promotes design for the enhancement of quality of life for all the people of Africa.

- **Design Achievers Awards**
  - This programme supports and develops design leadership and entrepreneurship.

Read more about the SABS Design Institute at www.designinstitute.org.za

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**Credits**

Adrienne Viljoen: Manager 
T: +27 (12) 428 6328

Zenobia Norval: Awards co-ordinator 
T: +27 (12) 428 7038

Esmé Kruger: Information 
T: +27 (12) 428 6332

Bongani Ntombela: Design for Development 
T: +27 (12) 428 7607

Portia Mposula: Projects administrator 
T: +27 (12) 428 6655

Vuyiswa Daniel: Secretariat 
T: +27 (12) 428 6326
F: +27 (12) 428 6546
E: design@sabs.co.za 
W: www.designinstitute.org.za

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