



Excellence in industrial design

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The goals of industrial design are as broad and varied as life itself. The stimuli for the development of industrial design come from social changes, cultural trends, technological advances and international events. Such design is characterised by a desire to create new opportunities to improve our material world, and in so doing raise the quality of life.

New criteria for evaluating the objects which surround us are emerging in today's increasingly commercial world: reliability, technical manufacturing quality, dependable delivery times, reliability of supply, the right price, and so on. But meeting these requirements means nothing if the products we produce lack personality, or pay no attention to ergonomics or the environment.

All around the world, people are beginning to understand the value and power inherent in industrial design as part of planning and organising production; as part of the industrial ethos, in fact.

I am very aware that the two previous Neste Forma Finlandia competitions, together with the exhibitions which accompanied them, have had a significant impact in improving the quality of plastics products. At the same time they have

acted as educational forums for product designers active in a variety of fields.

Neste Forma Finlandia's Category B is not a competition category in the same sense as Category A, "Tomorrow's Challengers". Category B, "The World's Best Plastics Products", is dedicated to searching out products developed by plastics converters that have been in production for a maximum of three years and have proved their excellence in use.

So, while Category A designs address challenges to tomorrow's world, those submitted to the Category B have already achieved their status as everyday products. In fact, one might say that they are not competing for a prize so much as the praise we give to a job well done.

A total of 163 products were entered for the "World's Best Plastics Products" award. It was fascinating to notice once again the sheer range of ways in which plastics are the quintessential material of the modern era. The unbounded nature of plastics is a constant source of surprise.

This is the second time that the competition has included a category devoted to products already in production. Comparing the Category B entries from the second Neste Forma Finlandia to this latest competition is difficult. Both competitions have highlighted the fact that a design-oriented approach has established a solid position in the design process as applied to plastics products. This time, perhaps, the entries formed a more integrated set: one of a more consistently high standard, one based more on plastics' own terms. It was

also encouraging to see that environmental questions had been given the attention we had hoped for when the rules were drawn up for this third competition.

I look forward to the moment when a product idea which excels in Category A subsequently appears as a production item in Category B, vying for its place among those awards! When this happens, I believe Neste Forma Finlandia will have fulfilled its role in helping to develop and improve the complete design, manufacturing and production process.



Ex-T-EI (Extendible and Telescopic) Palm Oil Harvesting Tool

Manufacturer: Interface Services Pte Ltd - Singapore

Designer: G Stanners

This original and innovative tool, the first ever to use composites in this type of implement, offers double the productivity compared to conventional aluminium harvesters. These advantages stem from less worker fatigue, greater accuracy in manipulation, reduced adjustment time, increased safety, and convenient hand-operated couplings and collars.