

## Lodgesons

### Supporting product development....



### Introduction

Cardiff-based Lodgesons is the UK leader in the design and manufacture of electronic controls for disabled drivers.

The company was founded in 1992 by Andrew Law. Inspired by the need to develop a driving aid for a relative, he soon realised that he had hit upon a niche market.

The business that began in a back bedroom is now a key supplier to the UK market - including BSM driving school's national fleet - and has a flourishing export market in Europe and the USA.

The Lodgesons disabled drivers' aid clamps to the steering wheel and is aimed at a broad range of users whose disability has resulted in a limited mobility, such as stroke victims, amputees and thalidomide victims.

The latest product from the Lodgesons fold is a highly sophisticated device that is unique in its versatility, and, unlike previous products, can be adapted for use on almost any vehicle.

### Why work with MAS Wales?

The development of the new product - RKS 100 - a steering wheel aid with a universal application that eliminates the need for a wide range of products was a lengthy and expensive process.

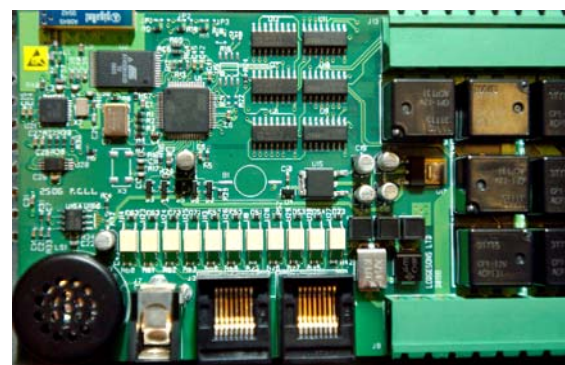
MAS Wales provided help with the development of a complex, state-of-the-art electronic circuit board.

It is this element of Lodgesons' latest innovation that allows the device to function on a wide range of vehicles.

"Every vehicle has a different system for operating the headlights and the indicators, for example," explained Andrew Law, Lodgesons' MD. "MAS Wales' expertise helped us to produce a sophisticated internal circuit board system that has a universal application, eliminating the need for a broad range of products to suit different cars."

This universal application means that a single product now meets the differing requirements demanded in Europe and the USA

Producing one item rather than a range has also had a positive impact on the company's stock holding - reducing the capital tied up in this element of the business.



## **Benefits of working with MAS Wales**

“This was an extremely expensive piece of kit to design and develop, and we could not have managed it in-house,” explained Andrew Law. “Without the support from MAS Wales the 18-month development period would have been substantially longer and the cost to us considerably greater.”

“The new product is extremely saleable as it meets European and US requirements - and it’s not unreasonable to predict that we can double our sales.”

“MAS Wales support and advice has been invaluable as it has placed us in a much

stronger sales position, and has kept us at the cutting edge both in the UK, and further a field.”

Paul Byard, MAS Wales chief executive added:

“All our consultants come from a manufacturing background, and our experts are carefully matched to individual firms, so that they can provide maximum benefit to that venture.

We pride ourselves on being able to provide effective, hands-on support. As we understand the needs of businesses in the manufacturing sector, we are able to respond to an individual company’s specific needs extremely quickly.”

## **About Manufacturing Advisory Service (MAS) Wales**

**MAS Wales is based at the Waterton Technology Centre in Bridgend, and offers its services to all manufacturing businesses throughout Wales.**

**BIC Innovation, Mid Wales Manufacturing Group and MEC Cardiff University add specific regional expertise in the mid, north and south areas of the country, backed up by a substantial resource of manufacturing experts.**

**MAS Wales is equally funded by the Welsh Assembly Government and the DTI, and is part of a national network of MAS centres of excellence.**

## **Making contact**

**Further information is available from Manufacturing Advisory Service Wales on 01656 750 691/ [www.maswales.org.uk](http://www.maswales.org.uk)**

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