

## **MEDIA RELEASE - FOR IMMEDIATE PUBLICATION**



### **INNOVATIVE DESIGNER JOINS QUINCOM**

Wallingford based entrepreneurial Company, Quincom Limited, has appointed Kate Evans as a Design Manager. Kate, who graduated with a First Class Honours degree in Product Design, has already developed an ingenious and useful prototype product to help insomniacs get to sleep.

Quincom will use Kate's skills to develop the product further, and provide the funding to complete further design work and testing, before launching the "Light Sleeper".

Commented Kate, "Research reveals that twelve million people experience at least three nights of poor sleep in an average week. The "Light Sleeper" will offer an alternative to potentially addictive sleeping tablets, as it is a soothing electro-mechanical device. Large numbers of people are averse to using tablets, so this provides another useful option."

"We have recruited Kate to manage this project," said Quincom CEO, John Cotton, "and she will also work on the design and project management aspects of a number of other innovative products, which we wish to develop, in order to bring them to market."

It is estimated that it will take a further six to twelve months of development work to complete "Light Sleeper" project.

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